

Northern Virginia Coastal Resources Technical Assistance Program

Annual Report

October 1, 2008 – September 30, 2009

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Grant Year 2008, Task 46



Northern Virginia Regional Commission

Acknowledgments

The following individuals were instrumental in assisting and participating in NVRC's Coastal Resources Technical Assistance Program projects:

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Virginia Coastal Zone
MANAGEMENT PROGRAM

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On the cover – The Town of Occoquan is one of Northern Virginia's destination communities with a vibrant economic center along the shores of the Occoquan River.

Introduction & Summary

This report fulfills the product requirements set forth in the 2008 Virginia Coastal Zone Management Program Grant, Task 46 (NOAA Grant #NA06NOS4190466) for:

- Product #1 – Report on Technical Assistance and Training Provided: Local and Regional Implementation;
- Product #2 – Issue analysis / Special Project Report; and
- Product #3 – Report on outcomes regarding Virginia's implementation of the Chesapeake Bay 2000 Agreement and related program.

Technical Workshops: NVRC hosted four workshops for individual homeowners, public and private planners and engineers.

- *Shoreline Management* – Two workshops held for local government staff focused on integrated shoreline management techniques and shoreline management planning. The workshop discussions and needs from local planning staff resulted in the Virginia Institute of Marine Sciences (VIMS) pursuing a grant to complete a shoreline situation report (or inventory of shoreline conditions) for Alexandria, Fairfax, and Prince William Counties. VIMS will begin collecting field data, this fall. Additionally, local staff requested that VIMS and NVRC identify grant sources to develop a shoreline management plan for the region. This plan will include recommendations for managing erosion along tidal waterways, including those along private property.
- *Chesapeake Bay Phase III Program Guidance and Requirements* - In partnership with the Virginia Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance (DCR-CBLA), NVRC hosted one workshop to continue the dialogue between local Bay Act Managers and DCR - CBLA on the recent changes and future expectations of the Chesapeake Bay Act's Phase III Program. The dialogue provided an opportunity for the managers to receive clarity on the local program compliance evaluation process and schedule. DCR – CBLA will begin advisory (pre-compliance) reviews of local codes for inclusion of specific standards that implement water quality performance criteria and local program implementation in fall 2009 of three jurisdictions in Northern Virginia.
- *Residential Rain Gardens* – NVRC co-hosted the *Gardening for Clean Water* workshop for Arlington County residents, in partnership with the Northern Virginia Soil and Water Conservation District and Arlington County Department of Environmental Services. The workshop introduced 40 participants to designing, building, and maintaining small-scale rain gardens. This workshop represents the fourth of the Gardening for Clean Water series, since 2006. Feedback from participants was overwhelmingly positive. A follow-up survey sent to 110 individuals who participated in this and in previous workshops. Thirty responded. Of those, six installed a rain garden. However, the majority realized their site was not suitable for a rain garden after attending the workshop and instead applied a different technique, such as diverting their downspout to a normal garden or installing a rain barrel.

Special Project: NVRC received financial contributions from 13 or our 14 partners again this year, for a total budget of \$124,000. NVRC and Arlington County secured the services of Eric Eckl of Water Words That Work, LLC to conduct pre-campaign marketing research and to coordinate a pilot study on the use

of online advertising through well-known search engines (Google & Yahoo) and social networking websites (MySpace & Facebook). Also, NVRC secured Media Vision, Inc for media buying services and placement of the complimenting radio ads which will air in late-May through early-June.

Stormwater pollution-related radio ads aired on six radio stations, 651 times, reaching approximately 355,446 individuals, over a six week period spanning May and June 2009. The first-of-its-kind pilot study examining the use of online advertising for social marketing campaigns focused on changing stormwater pollution-causing behaviors occurred during summer 2009. Below is a preliminary comparison of reach and cost per medium:

Advertising Medium	Weeks Airing	Total Impressions	Website Visits	Total Cost
Radio	5/11 – 6/15	355,446	676	\$80,000
Online	5/25 – 9/28	26,563,582	7,996	\$7,633

E-newsletter recipients will participate in a post-campaign survey in fall 2009. The Partners met twice between April and September 2008 and held weekly hour-long conference calls. www.onlyrain.org

NVironment Newsletter: The Fall 2009 NVironment Newsletter highlights several initiatives including: Community Energy Planning in Loudoun County, the Sustainable Shorelines and Community Management Project, NoVA Clean Water Partner's Pilot Study, and Coastal GEMS, among others. www.novaregion.org/coastal

Chesapeake Bay Implementation: NVRC continues to serve on the Potomac Watershed and Northern Virginia Urban Forestry Roundtables and participate as requested in tributary strategies, watershed planning strategies, and related programs to protect water quality.

EA and Permit Review: NVRC continues to participate in the EA/EIS and permit intergovernmental review process. Over the fiscal year, NVRC responded to 47 EA/EIS requests as part of the intergovernmental review process.

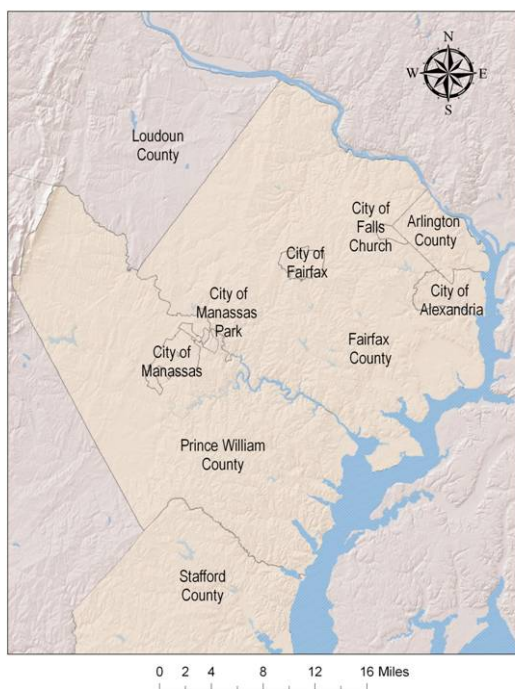


Figure 1. Northern Virginia jurisdictions located within Virginia's designated Coastal Zone.

Special Project Summary

Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign

Calendar year 2009 marked the fifth year of the campaign, with a new radio public service announcement “Switching Bathwater with Stormwater” airing 651 times on six radio stations including one Spanish language station in May and June 2009. These advertisements reached approximately 355,446 unique individuals an average of 11 times.

In preparation for the airing of the advertisements, the Partners conducted pre-campaign market research with the assistance of Water Words that Work and Amplitude Research. The survey used an online panel format to discern the most effective messages for an advertising campaign that encourages individuals to take action to reduce stormwater-related pollution. Responses from the panel participants shaped the language used for website content and online advertisements to be placed in the summer. Five hundred Northern Virginians from the participating jurisdictions completed a 15-minute online questionnaire, which involved listening to and rating two radio ads under consideration.

Some questions in the online survey were written in an identical manner to past telephone surveys conducted by the partners to evaluate the impact that a shift in market research methodology has on the results.

Respondents rated different messages as most compelling for each behavior. There was no single overarching “best” message. For fertilizer web pages and advertisements, the most compelling messages are “before it’s too late,” “best for the yard,” and “working together makes a difference.” For dog doo web pages and advertisements, the most compelling messages are to alert pet owners that “dog doo pollutes,” and that “working together makes a difference.” For motor oil disposal web pages and advertisements, the most compelling messages were “even a little oil is a lot of pollution” and “you’ll pay a big fine if get caught.” Respondents are far and away most eager to sign up for an email newsletter that contains money-saving coupons they can use for their dogs, lawns, and vehicles.

Based on the results of the pre-campaign market research and survey, the Partners established a new website format based on results from the pre-campaign market research and added individual pages for each jurisdiction participating in the campaign. The website is a content management based program that allows access for each jurisdiction to make updates as needed.

While the efforts over the last five years have proven to be effective, current budget constraints are restricting the amount of funding available for radio ad placement. At the same time, the methods by which residents are receiving their information are changing at a rapid rate. Traditional media outlets (television, radio, and print media) are not seeing the widespread viewer, listener, and readership that they did five years ago. Online information is easily accessible, particularly in the techno-savvy Northern Virginia region. The May 2000 Commonwealth Internet Poll by the Virginia Commonwealth University revealed 71 percent of Northern Virginia residents access the Internet at home.

To extend the reach of traditional stormwater education through electronic formats, the Partners are conducting a pilot study to explore the use of online advertising through search engines and social networking sites. With a limited budget, the project anticipates taking advantage of the frequency of exposure to the message and precision of targeting specific audiences that can be achieved by the use of web-based advertising (Figure 2).

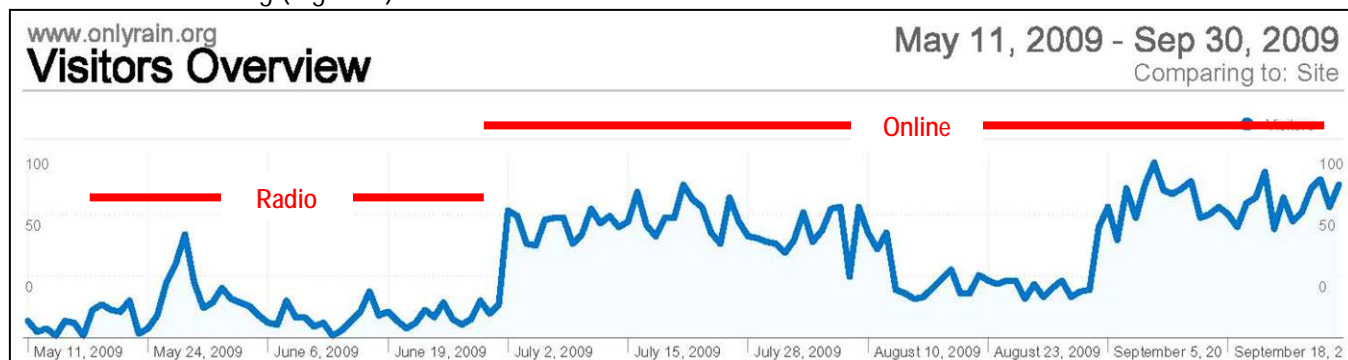


Figure 2. Comparison of ad driven visitor traffic to the onlyrain.org website between mid-May through the end of September 2009. We can only speculate that the dip in August is due to less activity on the web during the month.

A post campaign survey will be conducted online using subscribers to the campaign's new e-mail newsletter in the fall 2009. Throughout the pilot study, which occurred between June and September 2009, a total of 84 individuals subscribed to the e-mail newsletter. A summary of campaign results are included in Tables 1 and 2.

Table 1. Visits to www.onlyrain.org website and number of subscribers for e-newsletter between the months of June and September.

Month	Visits	Subscribers
June	393	8
July	1,923	30
August	1,246	9
September	2,156	37

Table 2. Comparison of the number of people exposed to the radio or online advertisement (i.e. impressions) to the number of visits to the onlyrain.org website and the amount of money spent.

Advertising Medium	Weeks Airing	Impressions	Website Visits	Cost
Radio	5/11 – 6/15	355,446	676*	\$80,000.00
Online	5/25 – 9/28	26,563,582	7,996	\$ 7,633**

*All visits that do not directly originate from the online ads are attributed to the radio ads.

**Based on the average observed cost per click of \$0.95.

Also, the results of the pilot study provide an understanding of associated costs for the various online advertising channels (Table 3). Over the four months, the majority of the traffic to the onlyrain.org website came from the social networking sites, which also cost the least per click.

Table 3. Comparison of costs between online advertising channels.

Channel	Total Cost	Total Impressions	Cost per Impression	Total Ad Clicks	Cost Per Click
Google	\$884.08	1,138,033	\$0.0008	953	\$0.93
Yahoo!	\$1,565.71	886,330	\$0.0018	1,072	\$1.46
Facebook	\$3,330.05	13,709,106	\$0.0002	3,779	\$0.88
MySpace	\$1,853.44	10,880,118	\$0.0002	2,192	\$0.85
TOTAL	\$7,633.28	26,563,582	\$0.0030	7,996	\$0.95

In addition to the radio and online advertisements, the partners continue to promote complementary print, video- and Web-based products (www.onlyrain.org) to aid in raising the awareness of Northern Virginia residents about behaviors leading to non-point source pollution and the actions residents can take to protect local and regional water quality.

By pooling outreach funds to reach a wider audience, Northern Virginia jurisdictions hope to change pollution-causing behavior of those who allow contaminants such as fertilizer and dog waste to be washed down storm drains. The total cost of the 2009 campaign is \$124,000, which is funded by 13 local governments and sanitary and drinking water authorities. In addition to the local contributions, the Partners received approximately \$150,000 in negotiated unpaid media from the participating radio stations.



(l to r) Joyce French, Executive Director with Southside Planning District Commission; Aimee Vosper, Director of Planning and Environmental Services with NVRC; Mark Gibb, Executive Director with NVRC, Hon. Martin Nohe, NVRC Commissioner (Prince William County)

At the July 2009 Virginia Planning District Commission Summer Conference, NVRC received the first deVoursney Best Practices Award for the Commission's management of the Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign. The deVoursney Best Practices Award is given in recognition for initiating innovative regional activities that have contributed significantly to effective operation and regional cooperation in a multi-jurisdictional area.

Technical Workshops

NVRC is responsible for hosting four workshops annually. Past examples include: onsite wastewater systems operations and maintenance, blue/green infrastructure planning, factors affecting the delivery of pollutants to downstream waterways, and Chesapeake Bay Local Assistance trainings. Summaries of the workshops hosted in fiscal year 2007 are below. Their corresponding agendas, attendance list, and feedback responses, if available, are provided in Appendix C.

New Chesapeake Bay Regulation Guidance and Requirements

In partnership with the Virginia Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance (DCR-CBLA), NVRC hosted two workshops promoting the Division's Phase III Program to the local Chesapeake Bay Program Managers throughout the region. DCR-CBLA staff presented information regarding the review and revisions required of the tidewater jurisdictions' ordinances as they relate to minimizing land disturbance, preserving indigenous vegetation, and minimizing impervious cover. Participant feedback revealed an overwhelming desire to continue semi-annual meetings with DCR-CBLA staff on the Chesapeake Bay Regulations. Participants appreciated the open dialogue forum which provided the opportunity to ask questions and receive responses directly from DCR-CBLA staff.

Beautifying Your Yard for Clean Water – Rain Gardens for Residents

NVRC co-hosted the *Gardening for Clean Water* workshop for Arlington County residents, in partnership with the Northern Virginia Soil and Water Conservation District and Arlington County Department of Environmental Services. The workshop introduced 40 participants to designing, building, and maintaining small-scale rain gardens. This workshop represents the fourth of the Gardening for Clean Water series, since 2006. Feedback from participants was overwhelmingly positive. A follow-up survey was sent to 110 individuals who participated in this and in previous workshops. Thirty responded. Of those, six installed a rain garden. However, the majority realized their site was not suitable for a rain garden after attending the workshop and instead applied a different technique, such as diverting their downspout to a normal garden or installing a rain barrel.

Shoreline Management

Two workshops featuring representatives from the Virginia Institute of Marine Sciences (VIMS) focused on integrated shoreline management and shoreline management planning. Julie Bradshaw (VIMS) spoke with NVRC and eight staff liaisons representing Fairfax and Prince William County's Wetland and Chesapeake Bay Review Boards and the Town of Occoquan. Representatives from the Department of Conservation and Recreation – Chesapeake Bay Local Assistance and the Virginia Marine Resources Commission (VMRC) were also invited.

Julie presented a series of PowerPoint slides that focused on coastal processes and jurisdictional boundaries; shoreline management practices; VIMS integrated shoreline management approach; and Joint Permit Applications considerations.

The impetus for this workshop is due to a change in the way that VIMS will do business regarding their development review process. VIMS staff will no longer visit Northern Virginia to review every development proposed along the shoreline. However, they may participate on a case-by-case basis. This change is particularly due to the permitting process in which staff members from VIMS are often involved too late in the development planning process for their suggestions to be considered – the homeowners have already

invested significant money in planning and design by the time VIMS is involved. Instead, VIMS will work to be more proactive by increasing the knowledge of local staff and homeowners on various shoreline management techniques. Local staff mentioned the important advisory role that VIMS staff played in the past and raised concerns regarding their limited involvement in the future. During the discussion, local staff mentioned various tools that would be helpful in filling the gap, including informational brochures, shoreline management plan, and stabilization recommendations for waterfront properties upstream of the Occoquan Dam. This discussion and the concerns raised by local staff resulted in VIMS pursuing a grant to develop a shoreline situation report for Alexandria, Fairfax, and Prince William Counties, awarded September 2009.

A follow-up workshop on Shoreline Management Planning, led by Scott Hardaway, Shoreline Studies Program Director at VIMS, introduced participants to the elements of shoreline management planning and provided an overview of completed projects along the Middle Peninsula and Eastern Shore of Virginia. Following the presentations, the group engaged in a dialogue about opportunities in Northern Virginia and the benefits of shoreline management planning. With a better understanding of the benefits of a plan, along with the knowledge of the upcoming shoreline situation report, the participants asked VIMS and NVRC to identify and pursue funding opportunities to develop a shoreline management plan in Northern Virginia.

Intergovernmental Reviews

In FY2008, NVRC reviewed and responded to 47 documents as part of the intergovernmental review process. NVRC has not received notice of significant changes in projects due to comments provided by NVRC staff.

Additionally, NVRC staff responsible for responding to reviews attended the Federal Consistency Workshop hosted by NOAA in Dover, DE on April 21, 2009. Their participation resulted in a better understanding of the overall process of the program.

Coastal and Chesapeake Bay Implementation

NVRC continues to support state and local groups engaged in watershed planning initiatives, tributary strategies, and other Chesapeake Bay-related efforts including the following projects:

- *Coastal Planning District Commissions Planning Meetings*
 - January 12, 2009
 - June 11, 2009
- *Virginia Coastal Policy Team*
 - February 18, 2009
 - September 30, 2009

NVRC staff participates in and supports the implementation of meetings and conferences for the following organizations that meet quarterly:

- *Potomac Watershed Roundtable*

A regional government – citizen forum whose purpose is to promote collaboration and cooperation on environmental concerns, especially water quality issues, among the various local governments and stakeholder interest groups residing within the Virginia side of the middle and lower Potomac River watershed. Meetings attended include:

 - October 3, 2008
 - January 9, 2009
 - April 3, 2009
 - July 10, 2009
- *Northern Virginia Urban Forestry Roundtable*

Citizen members of tree boards and commissions, elected officials, urban foresters and arborists, landscape architects, builders, developers, and planners desiring to enhance and protect Virginia's urban forest. Meeting attended include:

 - November 14, 2008
 - February 12, 2009
 - April 16, 2009

NVironment Newsletter

Every year, the Commission produces the NVironment newsletter highlighting environmental topics of interest to Northern Virginia jurisdictions. Approximately 1,100 planners, engineers, interested residents, and elected officials throughout Virginia and the mid-Atlantic region receive a copy of the newsletter. NVRC also posts it on their website at www.novaregion.org.

The 2009 issue includes articles on:

- The development of the Loudoun County Energy Plan;
- The Sustainable Shorelines and Community Management Project;
- Efforts by public schools in Northern Virginia to improve the efficiency of their facilities;
- Pilot study on the use of online advertising to prevent stormwater pollution;
- Virginia Coastal Zone Management Program's Coastal GEMS
- The Potomac Heritage National Scenic Trail
- Implementation of the Four Mile Run Stream Restoration Master Plan
- The Chesapeake Bay Executive Order.

NVRC houses past issues of the NVironment from 2003 in electronic and paper format. They are available via the Commission's website at www.novaregion.org/newsltr.htm. Prior issues are also available in PDF format, upon request. A copy of the Fall 2009 NVironment is included as Appendix E.

Appendix A

Northern Virginia Clean Water Partners **Regional Stormwater Education Campaign 2009 Campaign Plan**

Regional Stormwater Education Campaign 2009 Plan

The 2009 Plan details the efforts to be completed throughout Calendar Year 2009 for the Regional Stormwater Education Campaign.

Project Background

Since 2003, Northern Virginia's local governments and several water and sanitary sewer authorities have contributed both in-kind and financially to the planning and implementation of the Regional Stormwater Education Campaign. The campaign is a collaborative social marketing effort, with an overarching goal of improving the region's water quality by changing the pollution-causing behaviors of our residents.

The Regional Stormwater Education Campaign leverages funds to achieve common goals regarding stormwater education and outreach and promote consistent messages for fertilizer and pesticide use, pet waste disposal, and motor oil recycling.

The campaign satisfies MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior. The campaign results have shown that residents hearing the campaign radio ads report a reduction in pollution causing behaviors.

2009 Plan

The 2009 Campaign will include a pre-campaign survey, improvements to the campaign's website, traditional radio advertising and a pilot study to test online advertising in the Northern Virginia market.

The Partners will work with Water Words That Work, LLC and Media Vision, Inc.

Pre-Campaign Survey - The pre-campaign survey is a critical step in ensuring the campaign's messages and products are hitting the right targets. The survey will take advantage of existing online marketing and surveying companies. The information gleaned from this process will be used to steer the campaign's efforts over the next several years.

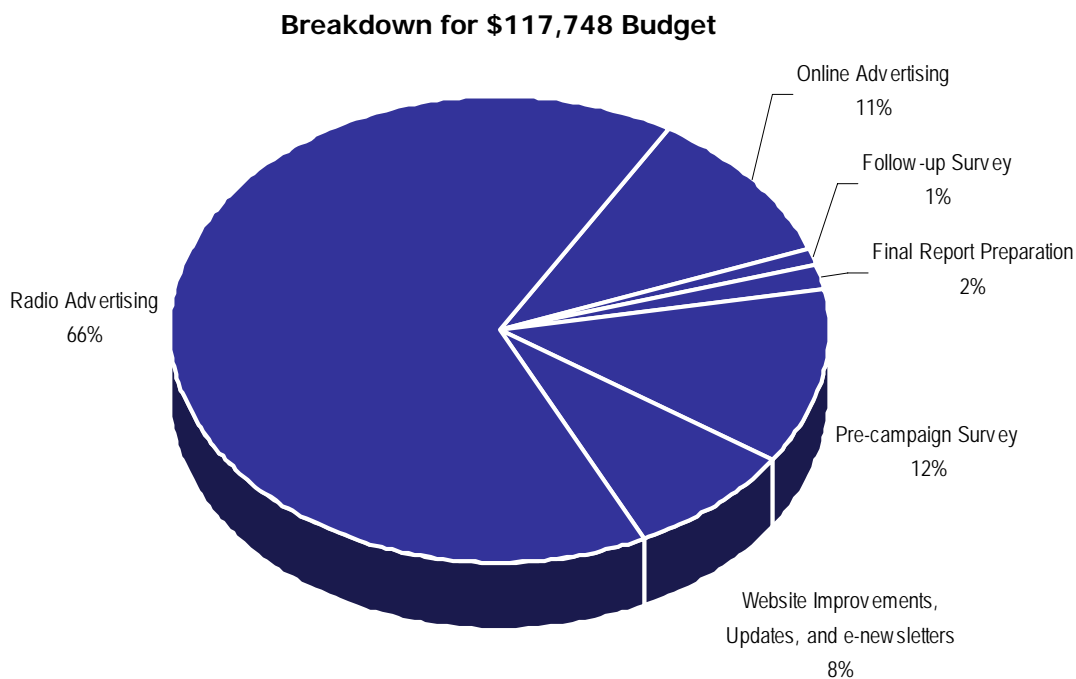
Website Design Improvements - The campaign's website (www.onlyrain.org) will become significantly more dynamic and direct visitors to take action. Through our marketing consultant, the Partners will work with a professional web developer to map out the site and provide content for uploading. The Partners will also determine what actions they would like visitors to take.

Radio Advertising - Results from the spring 2008 campaign survey showed a significant increase in the number of people who recalled hearing the advertisement. This statistic encourages the Partners to continue placing the radio advertisement on air. Over the previous campaign years, the top two radio stations, which survey respondents state listening to, are news stations - NPR and WTOP. The Partners received significant unpaid media services through WARW (The Globe) that continued beyond the four weeks of the ad airing. The region's Spanish-speaking station, WLZL, continues to get widespread listenership from the region's Latino community. It is suggested that efforts focus on these four radio stations. In spring 2008, the Partners received approximately \$300,000 in negotiated unpaid media through interviews, web banners, and additional PSAs. Unpaid media is an important facet to the campaign and will continue to be sought after.

Pilot Study – Online Advertising - The methods by which residents are receiving their information is changing at a rapid rate. Traditional media outlets (television, radio, and print media) are not seeing the widespread viewer, listener, and readership that they did five years ago. Online information is generally free to readers and is easily accessible. Google and Facebook are recommended as the two web portals to place advertisements as they continue to be in the top five for web traffic and advertising on them is “pay per click”. This method allows the Partners to pay only if the viewer clicks on the advertisement. The ads can be strategically targeted to the user based on zip code and other user data, allowing for a more refined campaign marketed solely to our selected target audience in the Northern Virginia region.

Budget

NVRC proposes a total budget of \$117,748 for the 2009 campaign. This is a 36 percent decrease from the 2008 budget (\$181,500). A budget of this size will allow the Partners to continue a scale-down version of the traditional radio campaign, while also exploring a cutting edge approach to social marketing, through the pilot study.

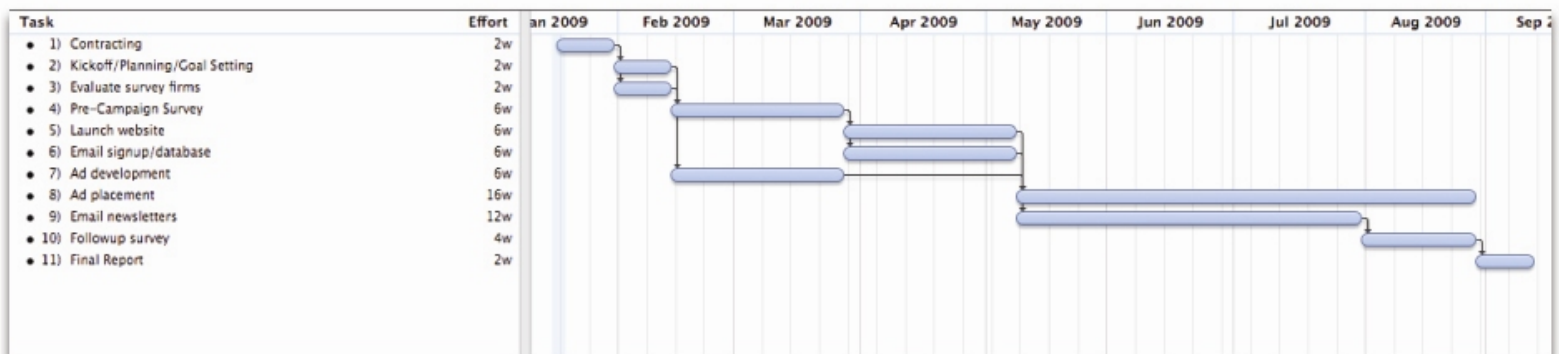


2009 Financial Commitments per Partner

Partners	2009 Financial Commitments
City of Alexandria	\$3,000
City of Fairfax	\$1,500
City of Falls Church	\$1,050
Arlington County	\$12,000
Fairfax County	\$50,000
Loudoun County	\$16,275
Stafford County	\$5,000
Town of Vienna	\$1,000
Town of Herndon	\$1,800
Town of Dumfries	\$500
Town of Leesburg	\$2,000
Loudoun Water	\$2,500
Fairfax Water	\$5,000
Carryover from 2008 Campaign	\$17,923
Total	\$117,748

General Timeline for 2009 Campaign

Prepared by Water Words that Work



Appendix B

Northern Virginia Clean Water Partners Regional Stormwater Education Campaign and Pilot Study Final Report

Northern Virginia Clean Water Partners

Survey Results
4/30/2009

Summary

- In April 2009, Water Words That Work, LLC and Amplitude Research conducted an online panel survey of Northern Virginia residents to attempt to discern the most effective messages for an advertising campaign to encourage individuals to take action to reduce pollution.
- 500 adults from the participating jurisdiction completed a 15 minute online questionnaire, which involved listening to and rating two radio ads under consideration.
- Some questions in the online survey were written in an identical manner to past telephone surveys conducted by the partners -- to evaluate the impact that a shift in market research methodology has on the results.
- **This memo summarizes the findings most relevant to the project's immediate next steps:** Selecting the appropriate radio ad, building out web page content, and crafting our online ads.
- **Full survey results are posted in the Only Rain workspace in the Chesapeake Network.**

Message Testing

- Respondents rated different messages as most compelling for each behavior. There was no single overarching “best” message.
- For **fertilizer web pages and advertisements**, the most compelling messages are “before it’s too late,” “best for the yard,” and “working together makes a difference.”
- For **dog doo web pages and advertisements**, the most compelling messages are to alert pet owners that “dog doo pollutes,” and that “working together makes a difference.”
- For **motor oil disposal web pages and advertisements**, the most compelling messages were “even a little oil is a lot of pollution” and “you’ll pay a big fine if get caught.”
- Respondents are far and away most eager to sign up for an email newsletter that contains **money-saving coupons** they can use for their dogs, lawns, and vehicles.
- Among the two radio ads, respondents clearly preferred the “**Tom and Sandy Hillman**” ad that mimics the old Folgers Crystals coffee commercials.

Demographic Summary

- The shift from traditional telephone polling to an online panel clearly altered the demographic makeup of the sample
- However, respectable samples were gathered from all major age brackets and ethnic groups, as well as each participating jurisdiction.
- Compared to the 2008 sample, the 2009 sample is noticeably younger, somewhat whiter, and a little bit more female.
- Compared to the 2008 sample, the 2009 sample is slightly less likely to be involved in lawn care or walk a dog, and equally likely to change their own motor oil.
- Both samples display similar patterns of knowledge about sources of pollution in local waters, and similar faith in the importance of individuals in rectifying the problem.

Message Testing Highlights

Fertilizer

Most panel respondents report that they were unfamiliar with experts recommendation that they fertilize in the fall to minimize water pollution.

Their response to the second question should be interpreted to indicate a basic receptiveness to the notion that individual actions to reduce water pollution is important -- not as commitment on the part of the homeowners to alter their fertilizing habits.

When it rains, lawn fertilizer can get washed down storm drains, into local waterways, and eventually into the Potomac River and Chesapeake Bay. Some experts recommend that homeowners fertilize their lawns only in the fall to reduce environmental impacts. Have you heard this recommendation before?







Legend	Response Choice	Frequencies	Count
1	Yes	29.0%	145
2	No	61.0%	305
3	Don't know / not sure	10.0%	50
	Total (N)		500

Does hearing this recommendation make you personally more or less likely to fertilize only in the fall? Or, if you do not fertilize a lawn yourself, does this make you more or less likely to encourage others to fertilize only in the fall?

Legend	Response Choice	Frequencies	Count
1	Much less likely	1.2%	6
2	Somewhat less likely	3.8%	19
3	Would not change my behavior	18.8%	94
4	Somewhat more likely	44.2%	221
5	Much more likely	32.0%	160

Fertilizer Messages

Now, which of the statements you just rated do you think would be the most effective at persuading you (or others) to fertilize the lawn only in the fall? (Select only one)

Legend	Response Choice	Frequencies	Count
1	When it rains, fertilizer gets washed down storm drains and becomes a big polluter of local waterways.	 16.8%	84
2	If we don't reduce pollution from fertilizer runoff soon, it will be too late to save some species of crabs and fish.	 21.0%	105
3	Many yard professionals say fertilizing in the fall is actually the best time for lawn health.	 20.0%	100
4	Many homeowners are switching to fall fertilizing, and this has already reduced pollution. If we all work together and more switch, it can make a big difference.	 19.6%	98
5	Water pollution affects everybody and the trends for local waterways are alarming. It's urgent that homeowners do their part to keep the water clean.	 11.4%	57
6	We enjoy clean water here in Northern Virginia. Homeowners should do their part to ensure future generations enjoy this too.	 11.2%	56
	Total (N)		500

When asked to pick among the most compelling fertilizer messages, respondents essentially split their vote among three they found most compelling - "before it's too late," "best for the yard," and "working together makes a difference." Simple knowledge of the fertilizer/water pollution connection was seen as less compelling.

Dog Waste

Most panel respondents report that they did not realize that dog doo is, in fact, a significant source of water pollution.

Their response to the second question should be interpreted to indicate a basic receptiveness to the notion that individual actions to reduce water pollution is important -- not as commitment on the part of the homeowners to alter their fertilizing habits.

Some experts say that dog waste (or "dog doo") left on the ground is a significant source of water pollution. That's because the doo is full of germs, and the rain washes it down storm drains into local waterways. Before this survey, have you heard reports or stories discussing dog doo as a significant pollutant of local waterways?







Legend	Response Choice	Frequencies	Count
1	Yes	22.4%	112
2	No	69.6%	348
3	Don't know / not sure	8.0%	40
	Total (N)		500

Does hearing this make you personally more or less likely to pick up after your pet? Or, if you do not have a dog, does this make you more or less likely to encourage others to put dog doo in the trash, not leave it on the ground?

Legend	Response Choice	Frequencies	Count
1	Much less likely	1.6%	8
2	Somewhat less likely	1.8%	9
3	Would not change my behavior	29.2%	146
4	Somewhat more likely	27.6%	138
5	Much more likely	39.8%	199
	Total (N)		500

Dog Waste Messages

Now, which of the statements you just rated do you think would be the most effective at persuading pet owners to pick up dog doo? (Select only one)

Legend	Response Choice	Frequencies	Count
1	When it rains, runoff washes dog waste down storm drains, then it becomes a significant pollutant of local waterways.	 29.2%	146
2	If we don't reduce pollution from germ infested dog doo soon, it will be too late to save some species of crabs and fish.	 15.0%	75
3	If you don't pick up after your dog, your neighbors will think you are rude.	 7.8%	39
4	More owners are picking up dog doo, and this reduces pollution. If we all work together and do the same, it can make a big difference.	 19.0%	95
5	Water pollution affects everybody and the trends for local waterways are alarming. It's urgent that pet owners do their part to keep the water clean.	 17.4%	87
6	We enjoy clean water here in Northern Virginia. Pet owners should do their part to ensure future generations enjoy this too.	 11.6%	58
	Total (N)		500

Panel respondents report that being made aware of the water pollution aspect of dog doo would, in and of itself, be a significant reason to clean up after their pets. Knowing that other dog owners are doing their part and this adds up is the second most compelling reason.

Motor Oil Messages

Now, which of the statements you just rated do you think would be the most effective at persuading people to properly dispose of / recycle motor oil? (Select only one)

Legend	Response Choice	Frequencies	Count
1	If motor oil is dumped on the ground or in storm drains, rain can wash it into local waterways. Even a little oil contaminates a lot of water.	29.8%	149
2	If we don't reduce pollution from dumping motor oil soon, it will be too late to save some species of crabs and fish.	11.0%	55
3	Dumping motor oil on the ground or down a storm drain is against the law; you will get a big fine if you are caught.	24.4%	122
4	There are many convenient locations near you where you can drop off motor oil for recycling.	17.6%	88
5	Water pollution affects everybody and the trends for local waterways are alarming. It's urgent that home mechanics do their part to keep the water clean.	9.6%	48
6	We enjoy clean water here in Northern Virginia. Home mechanics should do their part to ensure future generations enjoy this too.	7.6%	38
	Total (N)		500

When asked to pick among the most compelling motor oil messages, respondents rated “even a little oil contaminates a lot of water” and “big fine if you get caught” as the two most compelling.

Newsletter Offer

Now, which of the offers you just rated would be most likely to persuade you to sign up for an e-mail newsletter about your yard, dog, or car? (Select only one)

Legend	Response Choice	Frequencies	Count
1	Coupons	57.0%	285
2	Tips	11.2%	56
3	Information about classes / educational opportunities	4.2%	21
4	Fun Facts	7.8%	39
5	Advice Column	14.6%	73
6	None of these would interest me at all	5.2%	26
	Total (N)		500

Respondents named money-saving coupons as their runaway favorite reason to sign up to receive an e-mail newsletter from the Northern Virginia Clean Water Partners.

Radio Ads

The following question relates to the ad: "Tom and Sandy Millman."

How would you rate your level of agreement or disagreement with the following statements about the ad you just heard?

	Strongly Disagree	Somewhat Disagree	Neither/Neutral	Somewhat Agree	Strongly Agree	Total (N)	Mean Median	Standard Deviation
Legend	1	2	3	4	5			
The message of the ad is believable.	19 3.8%	59 11.8%	92 18.4%	204 40.8%	126 25.2%	500	3.72 4.0	1.08
The ad is entertaining.	23 4.6%	50 10.0%	91 18.2%	184 36.8%	152 30.4%	500	3.78 4.0	1.12
The ad is persuasive.	15 3.0%	39 7.8%	92 18.4%	223 44.6%	131 26.2%	500	3.83 4.0	1.0
I always ignore ads like this.	90 18.0%	156 31.2%	165 33.0%	62 12.4%	27 5.4%	500	2.56 3.0	1.09
Hearing this on the radio would really catch my attention and influence the way I think about the environment.	26 5.2%	50 10.0%	102 20.4%	211 42.2%	111 22.2%	500	3.66 4.0	1.09
The ad motivates me to be more careful about pollutants that can get washed down storm drains.	20 4.0%	28 5.6%	109 21.8%	206 41.2%	137 27.4%	500	3.82 4.0	1.02

The following question relates to the ad: "It's time we all listened to the children."

How would you rate your level of agreement or disagreement with the following statements about the ad you just heard?

	Strongly Disagree	Somewhat Disagree	Neither/Neutral	Somewhat Agree	Strongly Agree	Total (N)	Mean Median	Standard Deviation
Legend	1	2	3	4	5			
The message of the ad is believable.	8 1.6%	12 2.4%	68 13.6%	212 42.4%	200 40.0%	500	4.17 4.0	0.86
The ad is entertaining.	29 5.8%	72 14.4%	202 40.4%	151 30.2%	46 9.2%	500	3.23 3.0	1.0
The ad is persuasive.	15 3.0%	44 8.8%	106 21.2%	226 45.2%	109 21.8%	500	3.74 4.0	0.99
I always ignore ads like this.	82 16.4%	143 28.6%	160 32.0%	80 16.0%	35 7.0%	500	2.69 3.0	1.13
Hearing this on the radio would really catch my attention and influence the way I think about the environment.	35 7.0%	77 15.4%	139 27.8%	177 35.4%	72 14.4%	500	3.35 3.0	1.11
The ad motivates me to be more careful about pollutants that can get washed down storm drains.	22 4.4%	37 7.4%	121 24.2%	216 43.2%	104 20.8%	500	3.69 4.0	1.02

Respondents solidly preferred the "Tom and Sandy Millman" ad to the "It's Time We All Listened to the Children." Although they found "children" to be more believable, they also reported they would be more likely to ignore it. Panelists rated "Millman" to be more persuasive and attention-getting.

Demographic Highlights

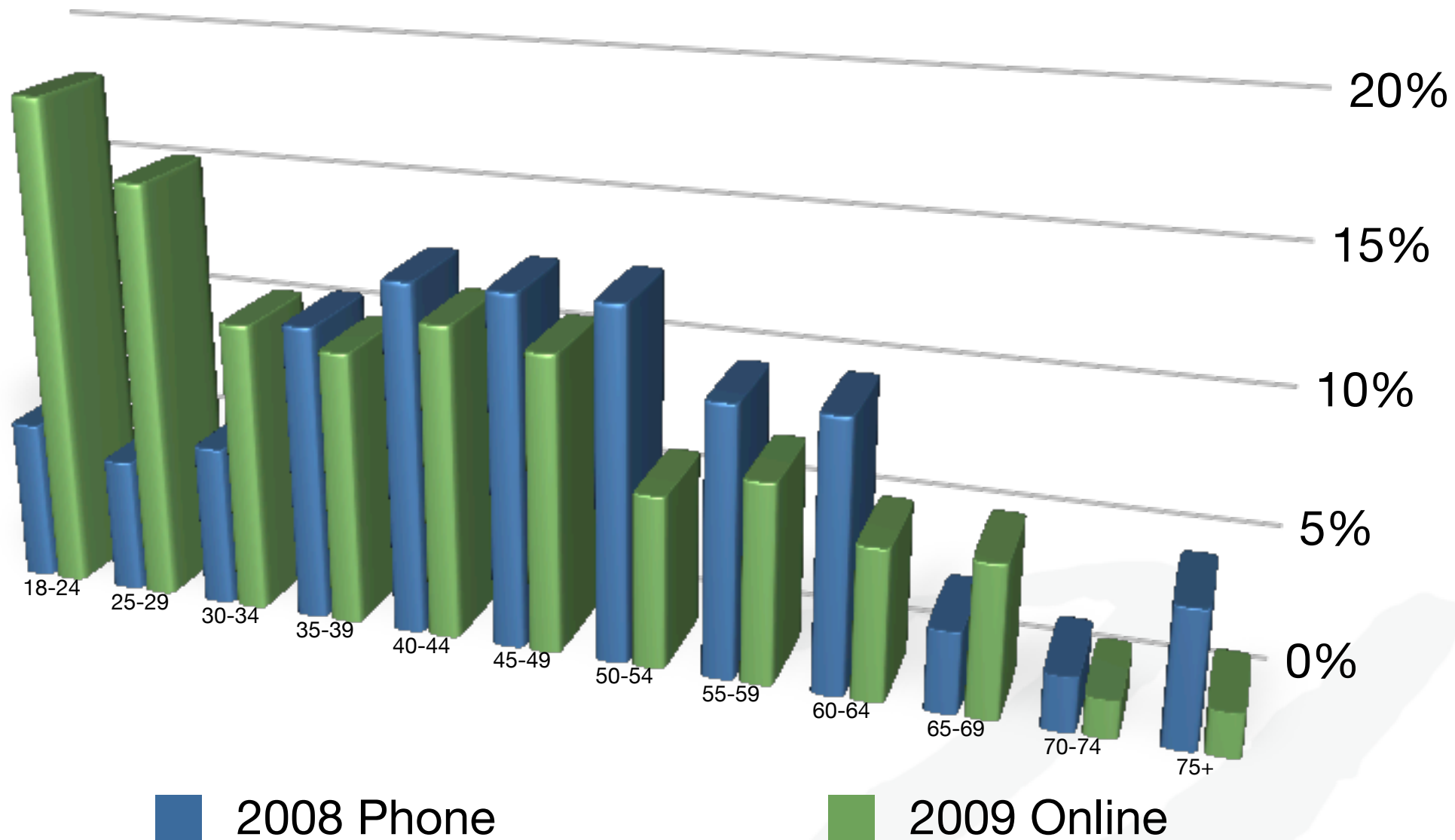
Respondents

Which of the following best describes where you live (county or city)?

Legend	Response Choice	Frequencies	Count
1	Alexandria	12.0%	60
2	Arlington	12.8%	64
3	Dumfries	0.4%	2
4	Fairfax (city of)	1.8%	9
5	Fairfax (county of)	33.8%	169
6	Falls Church	3.4%	17
7	Herndon	3.0%	15
8	Leesburg	3.4%	17
9	Loudoun County	8.6%	43
10	Manassas	2.6%	13
11	Prince William County	13.2%	66
12	Stafford	2.6%	13
13	Vienna	2.4%	12
14	None of the above		0
	Total (N)		500

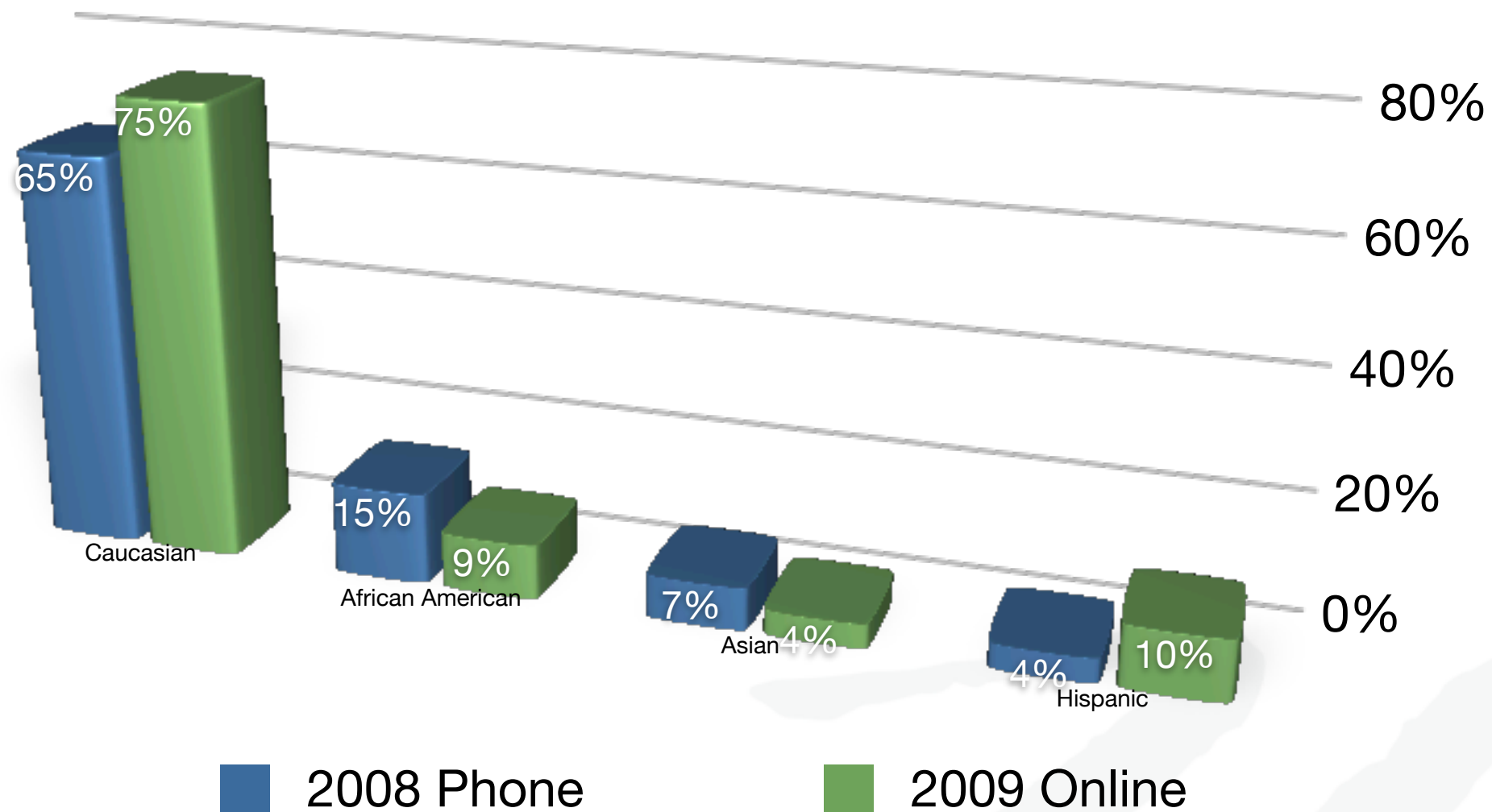
Survey responses were gathered from all participating jurisdictions.

2008 vs. 2009 by Age



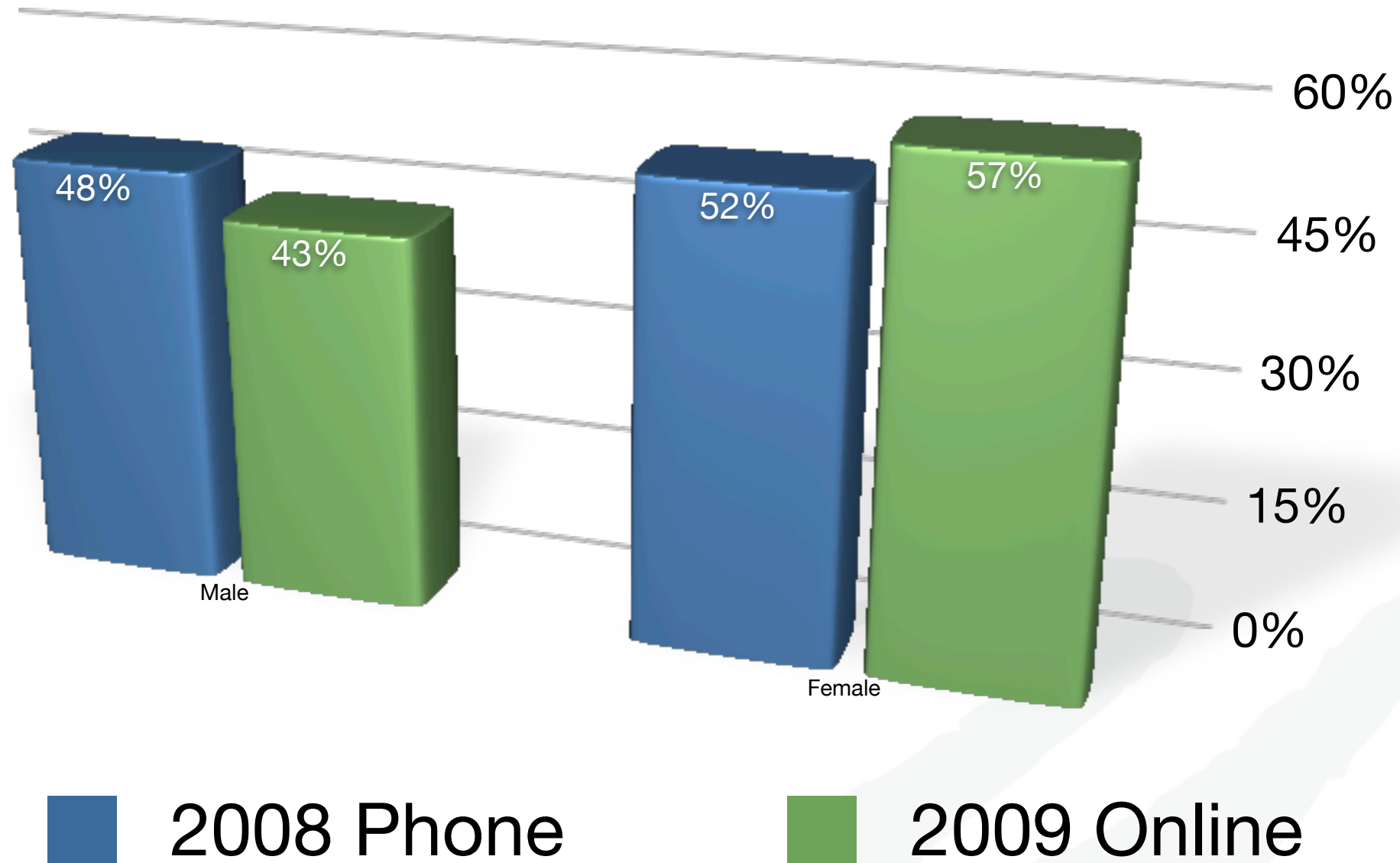
No surprise, the online panel sample includes far more responses from people in their 20s and 30s than the telephone sample. The telephone sample gathered more input from those in their 50s, 60s, and 70s. The methods were roughly comparable for individuals in the 40s.

2008 vs. 2009 by Race



Overall, the 2009 online sample was whiter than the 2008 telephone sample. The online sample more successfully gathered input from Hispanic residents, but reached slightly fewer African-Americans.

2008 vs. 2009 by Gender



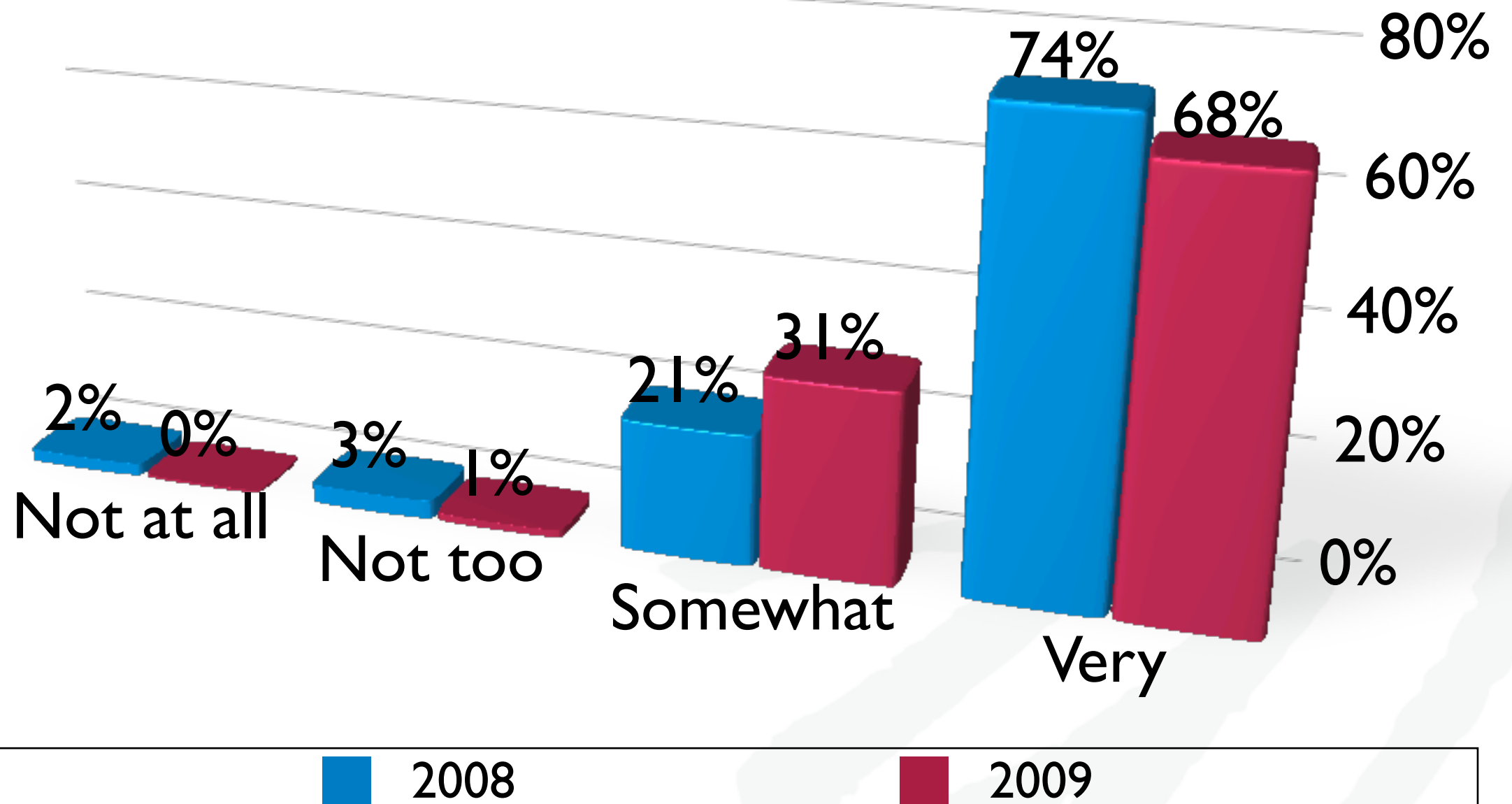
Sources of Pollution

What do you think is the number one cause of pollution in local streams, the Potomac River, and the Chesapeake Bay?

Legend	Response Choice	Frequencies	Count
1	Automobiles	1.4%	7
2	Boats	1.6%	8
3	Chemicals/Chemical runoff	8.0%	40
4	Dumping /Illegal dumping	3.6%	18
5	Fertilizer/Fertilizer runoff/Agricultural runoff	17.2%	86
6	Garbage/Litter/Trash	17.4%	87
7	Industry/Industrial waste	11.4%	57
8	People	10.4%	52
9	Run off (not specific)	12.6%	63
10	Sewage/Waste	8.0%	40
11	Other	4.8%	24
12	Don't know	3.2%	16
13	None/NA	0.4%	2
	Total (N)		500

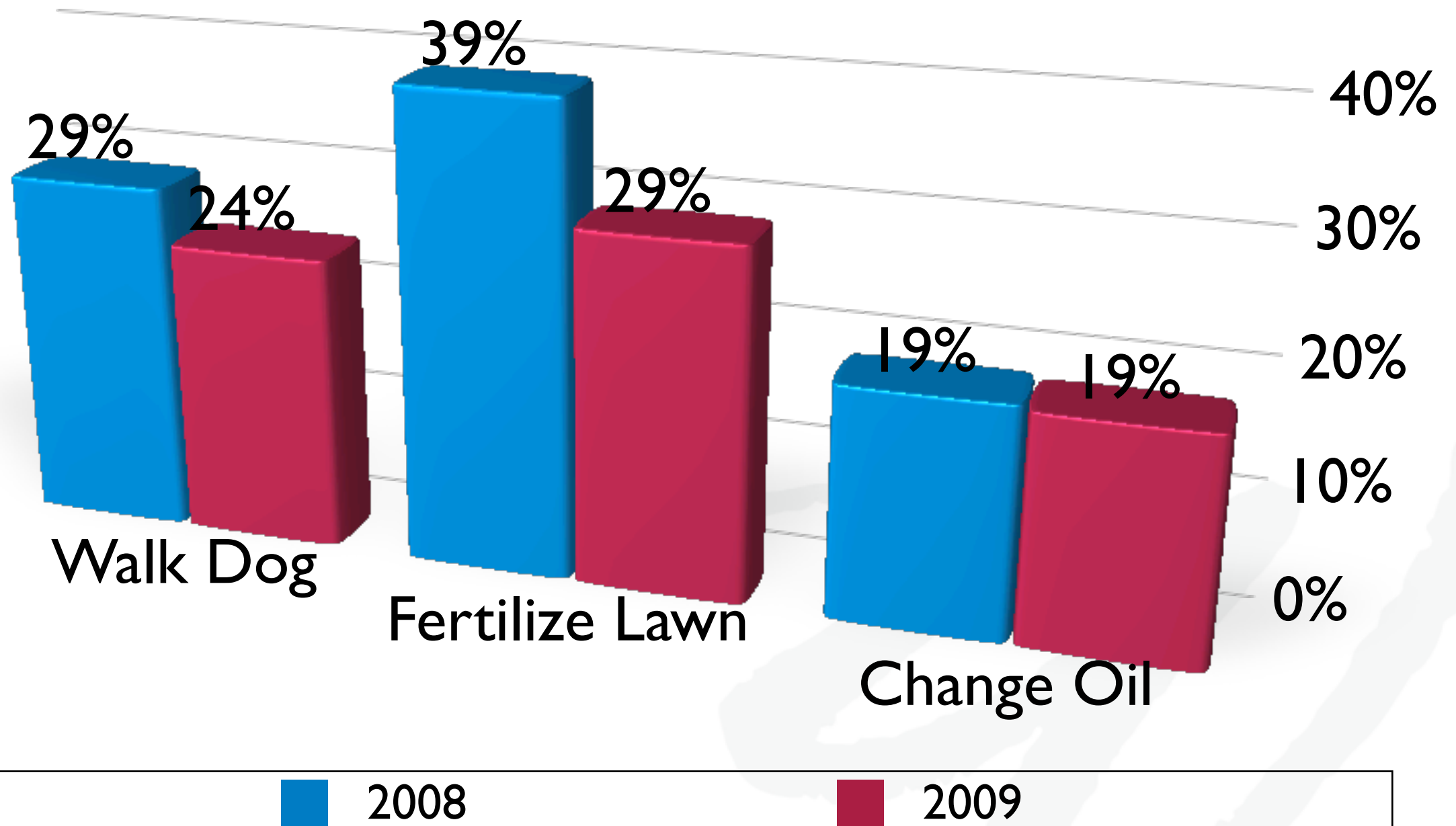
In the 2008 telephone poll, respondents identified these two as the top sources of pollution, as well.

Importance of Individuals



How important do you feel the role of individuals is in maintaining the quality of water in local streams and rivers, the Potomac River and the Chesapeake Bay?

Target Behaviors



Northern Virginia Clean Water Partners
Regional Stormwater Education Campaign
Radio Summary



2009 Northern Virginia
Clean Water Partners

Fairfax County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun Water
City of Fairfax | Town of Herndon | City of Falls Church | Town of Leesburg | Town of Vienna | Town of Dumfries
Northern Virginia Regional Commission | Virginia Coastal Zone Management Program

Overview

- New Ad – Folgers Coffee-themed
“Replacing Bathwater with Stormwater”
- Ran for 3 weeks total (2 weeks on, 2 weeks off, 1 week on)
- Aired a total of 651 times over 6 radio stations

Radio Station List

	Station Name	Number of Spots
1	WASH-FM (97.1 – Soft Adult Contemporary)	141
2	WBIG-FM (100.3 – Classic Hits)	162
3	WJFK-FM (105.1 – CBS Infinity/Talk-Sports)	81
4	WLZL-FM (99.1 – Spanish Tropical)	81
5	WTOP-FM (103.5 – News/Talk)	87
6	WWDC-FM (101.1 – Alternative)	99
Market Total		651

2009 Radio Campaign Reach

Total Number of Spots

651

Average Audience Size
(Total Gross Ratings Points)

546.0

Percentage of Target Audience
Reached & Average Number of
Exposures

48% with an average
of 11 exposures

Individual Exposures
(Unique Impressions)

355,446

Comparison 2005 - 2009

	Campaign Goal	2005	2006	2007	2008	2009
Months Aired (Number of Weeks)	----	June and July (4)	April and May (4)	April and May (4)	April and May (4)	May and June (3)
Budget	----	150,000	150,000	150,000	150,000	80,000
Number of spots aired	----	895	1,115	1,111	1,064	651
Unpaid Media Acquisition (Bonus spots, PSAs)	----	\$63,785	\$63,785	~\$100,000	~\$300,000	~\$100,000
Total Gross Ratings Points*	600	831.2	1014.8	1,008.4	688.8	546.0
Percentage of Target Audience Reached & Average Number or Times Exposed	60% with an average of 10 exposures	70% with an average of 12 exposures	72% with an average of 14 exposures		58% with an average of 12 exposures	48% with an average of 11 exposures
Unique Impressions**	----	681,458	1,031,300	1,008,400	733,096	355,446

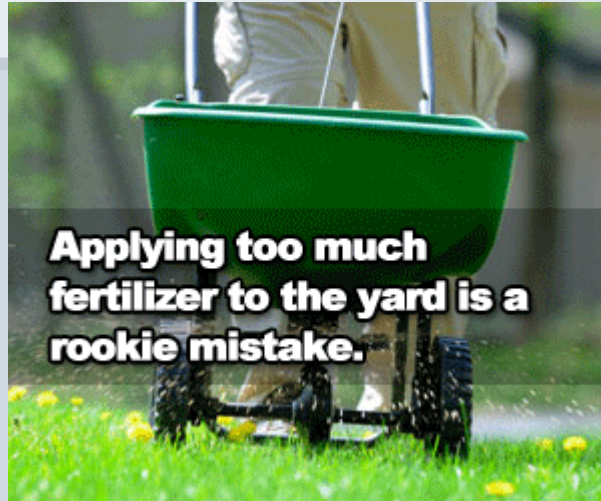
*Total Gross Rating Points are a unit of measure of audience size. It measures how well the campaign reached our target audience by reflecting the percentage of the target audience reached multiplied by the number of exposures or frequency.

**Unique Impressions are the estimated number of exposures of the radio message to individuals.

Added Value

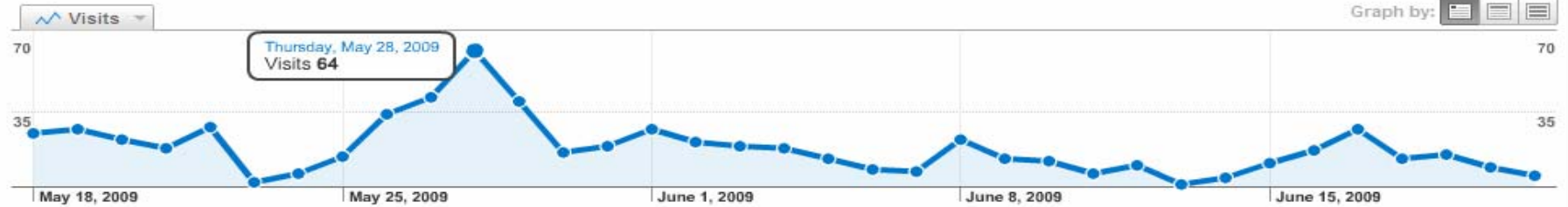
- Web banners
- Recorded 5s, 15s, 30s, and 60s PSAs
- Additional week of free spots on WJFK and WLZL
- Sponsorships

Web Banners



Dashboard

May 18, 2009 - Jun 21, 2009



Site Usage



635 Visits



1,748 Pageviews



2.75 Pages/Visit



52.44% Bounce Rate



00:02:35 Avg. Time on Site



71.65% % New Visits

Traffic Sources Overview



■ Direct Traffic
400.00 (62.99%)

■ Referring Sites
130.00 (20.47%)

■ Search Engines
105.00 (16.54%)

[view report](#)

Content Overview

Pages	Pageviews	% Pageviews
/	639	36.56%
/about-2/	186	10.64%
/lawn-and-garden/	109	6.24%
/news-and-updates/	88	5.03%
/dog-lovers/	64	3.66%

[view report](#)

Only Rain 2.0 Campaign Final Presentation

Eric Eckl
11/03/2009

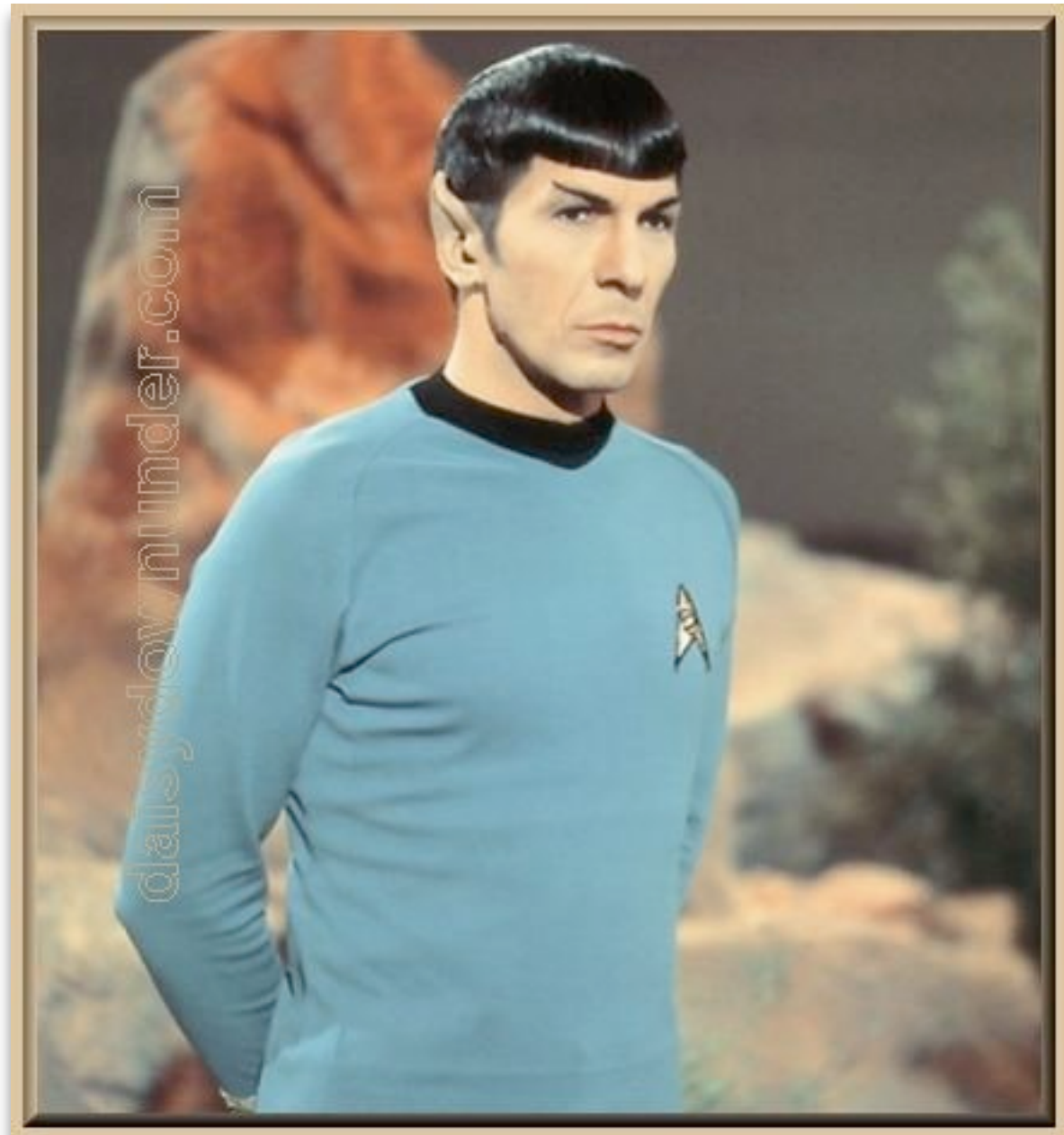
What's a Pilot?



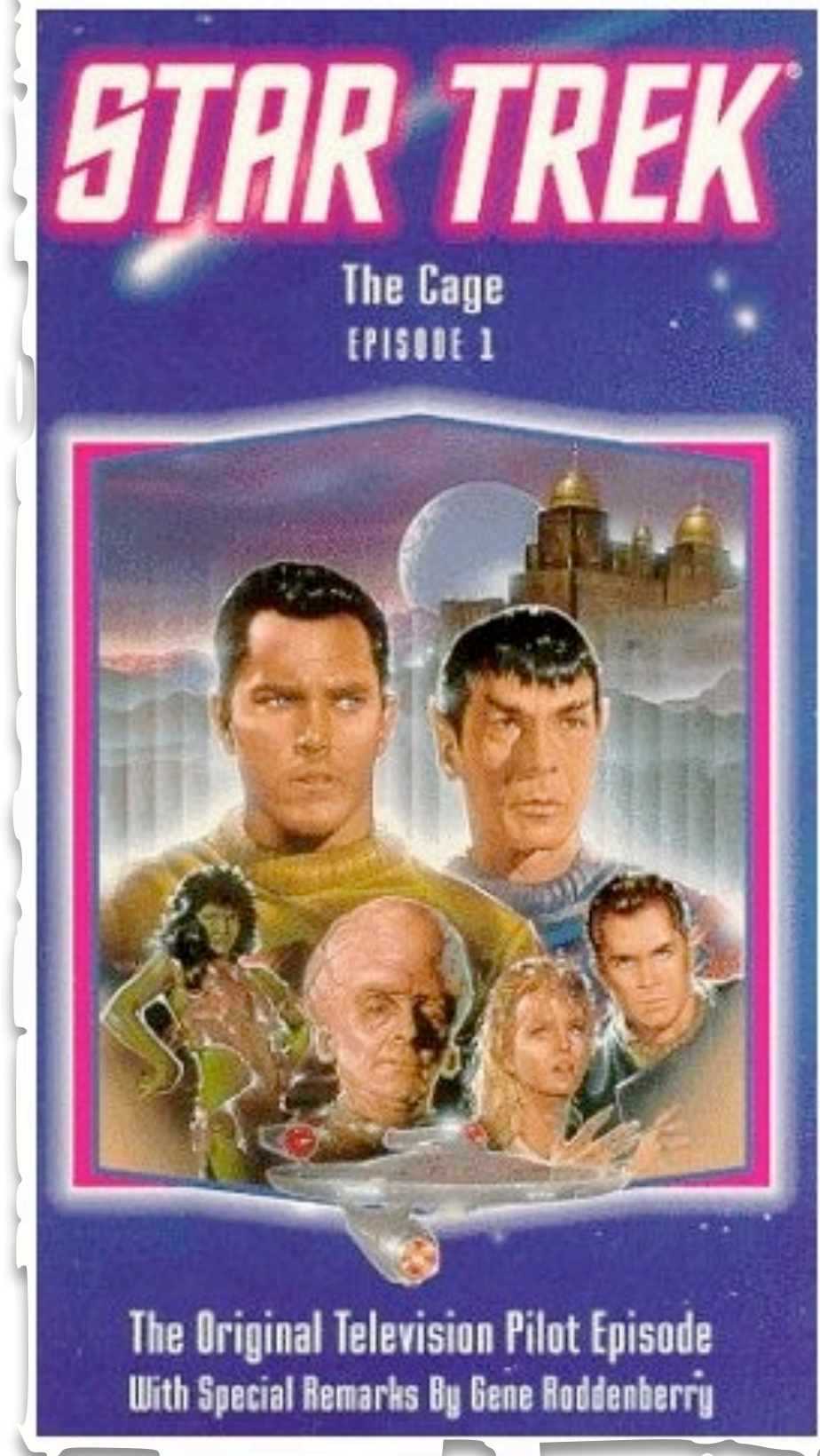
What's a Pilot?



What's a Pilot?



What's a Pilot?



What's a Pilot?



Agenda

- What is a Pilot?
- Overview and “The Slope”
- Ad Performance Highlights
- Web Analytics Highlights
- Newsletter Highlights
- Recommendations for “Cast” to Keep
- Recommendations for “Cast” to Change

Overview

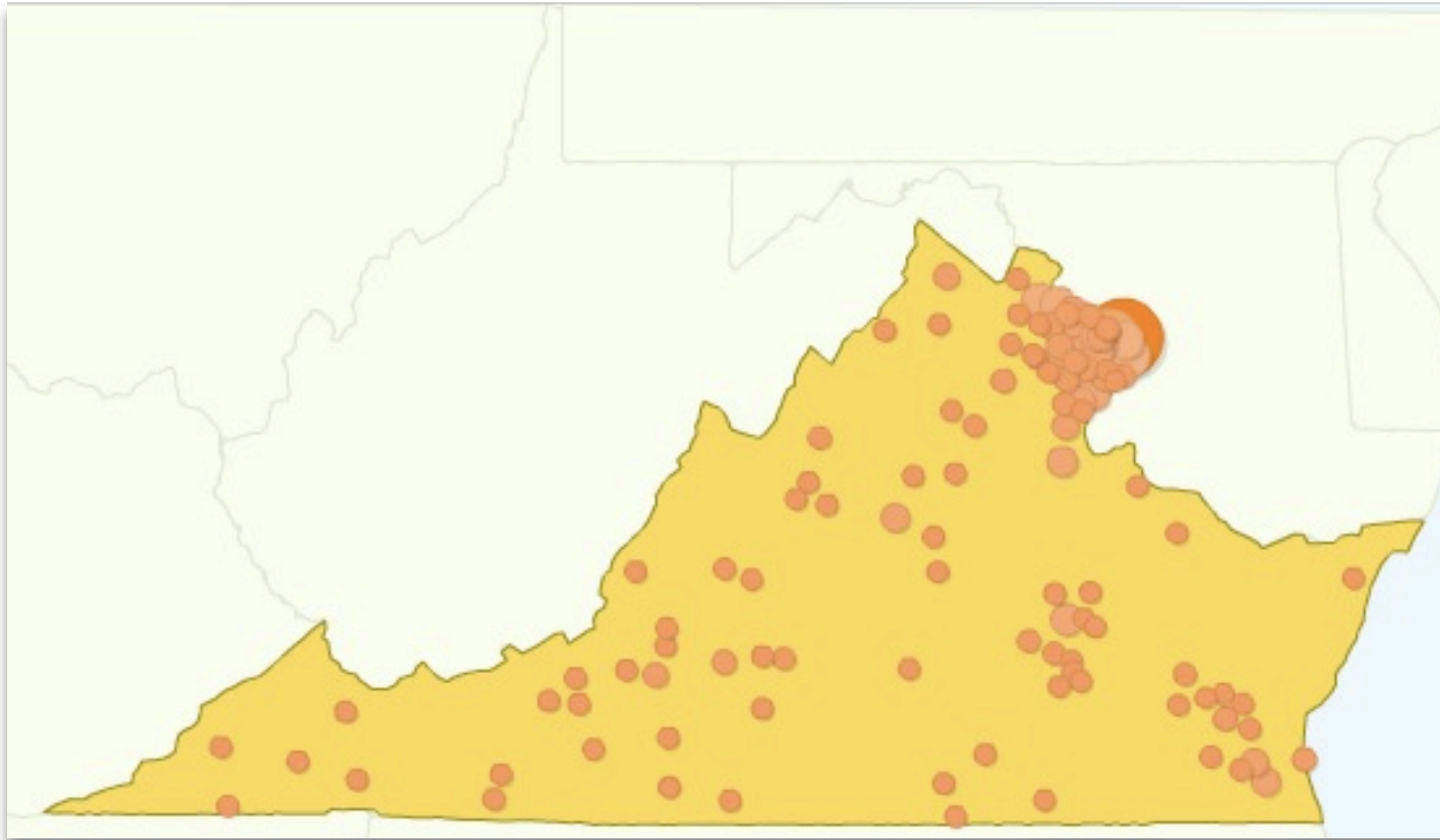


facebook



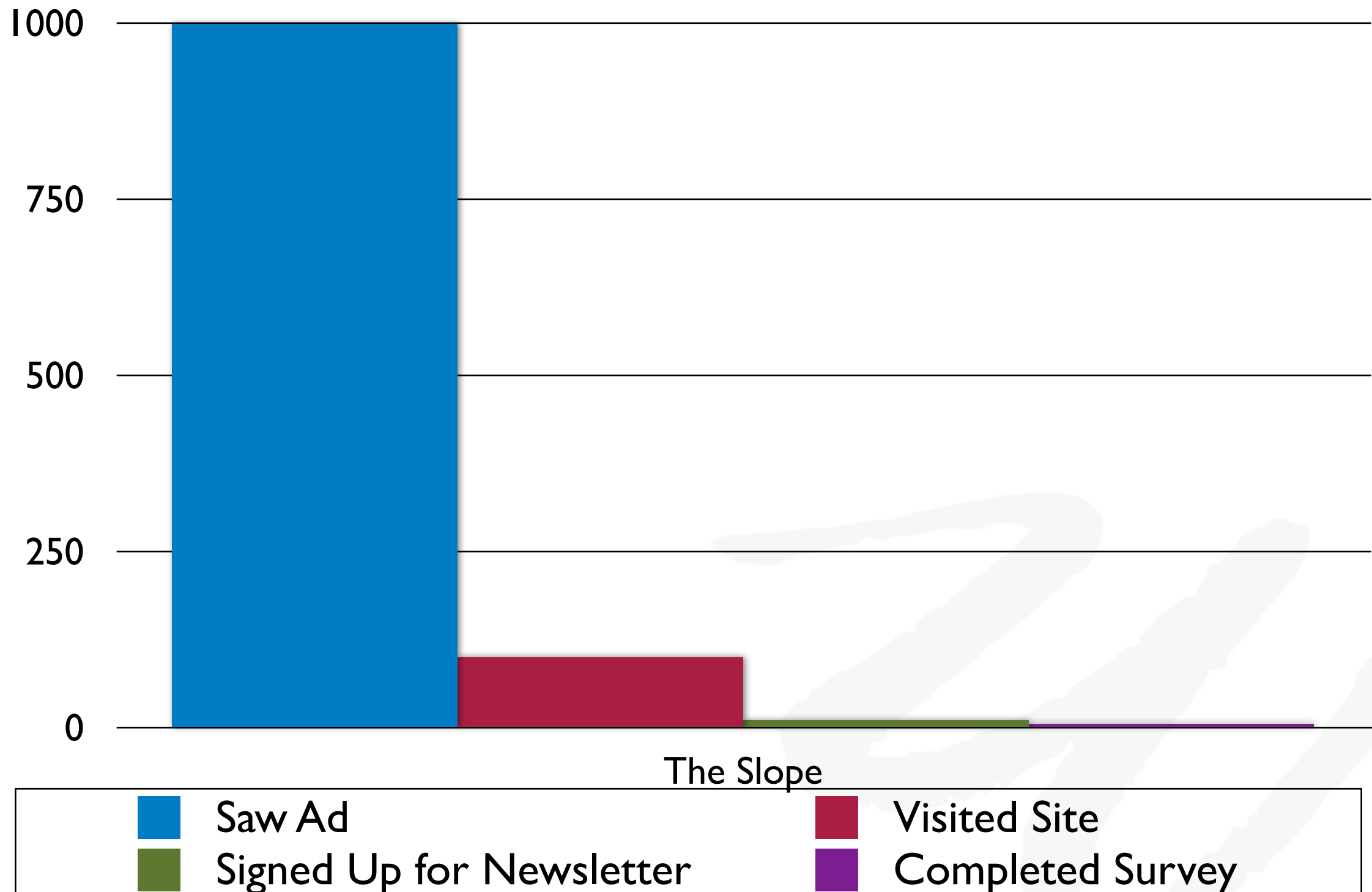
We ran online ads from May 28 to October 6 -- about 4 1/2 months. We started first with Google, and then added Yahoo!, Facebook, and MySpace. We targeted our ads to residents in the participating jurisdictions. The sites allowed for varying levels of geographic precision, but all are more precise than print or broadcast advertising.

Where They Came From




1.	Arlington
2.	Falls Church
3.	Reston
4.	Springfield
5.	Fairfax
6.	Alexandria
7.	Chantilly
8.	Ft Myer
9.	Occoquan
10.	Leesburg
11.	Ashburn
12.	Merrifield
13.	Woodbridge
14.	Richmond
15.	Burke
16.	Oakton
17.	Manassas
18.	Annandale
19.	Dumfries
20.	Fredericksburg

“The Slope”




Saw Ad

Do You Love Your Dog?




Help Fido be a good neighbor. Tips for Virginia dog owners.

Save Your Local Waterways




We offer money-saving coupons for products that reduce pollution.

Change Your Oil Yourself?



Recycle it conveniently in NoVa! Get tips for home auto repair



Pro Lawncare Advice




Keep fertilizer where it belongs. Save money with tips and coupons.



Google [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 37,700 for [recycle motor oil arlington](#). (0.29 sec)


Recycling Used Motor Oil and Battery Disposal : Water & Wastewater ...  

Jul 14, 2008 ... Name of Center, **Motor Oil?** Oil Filter? Antifreeze? ... **Arlington County Fire Stations with Battery Recycling Containers ...**

www.arlingtonva.us/Departments/EnvironmentalServices/wpcp/EnvironmentalServicesWpcpUsedoil.aspx - 24k - [Cached](#) - [Similar pages](#) - 

Household HazMat Program : Household HazMat : Arlington, Virginia  

Arlington County Residents can bring household hazardous materials, **Motor Oil Recycling** and Drop-Off Locations: **Motor oil** should be brought to one of ...

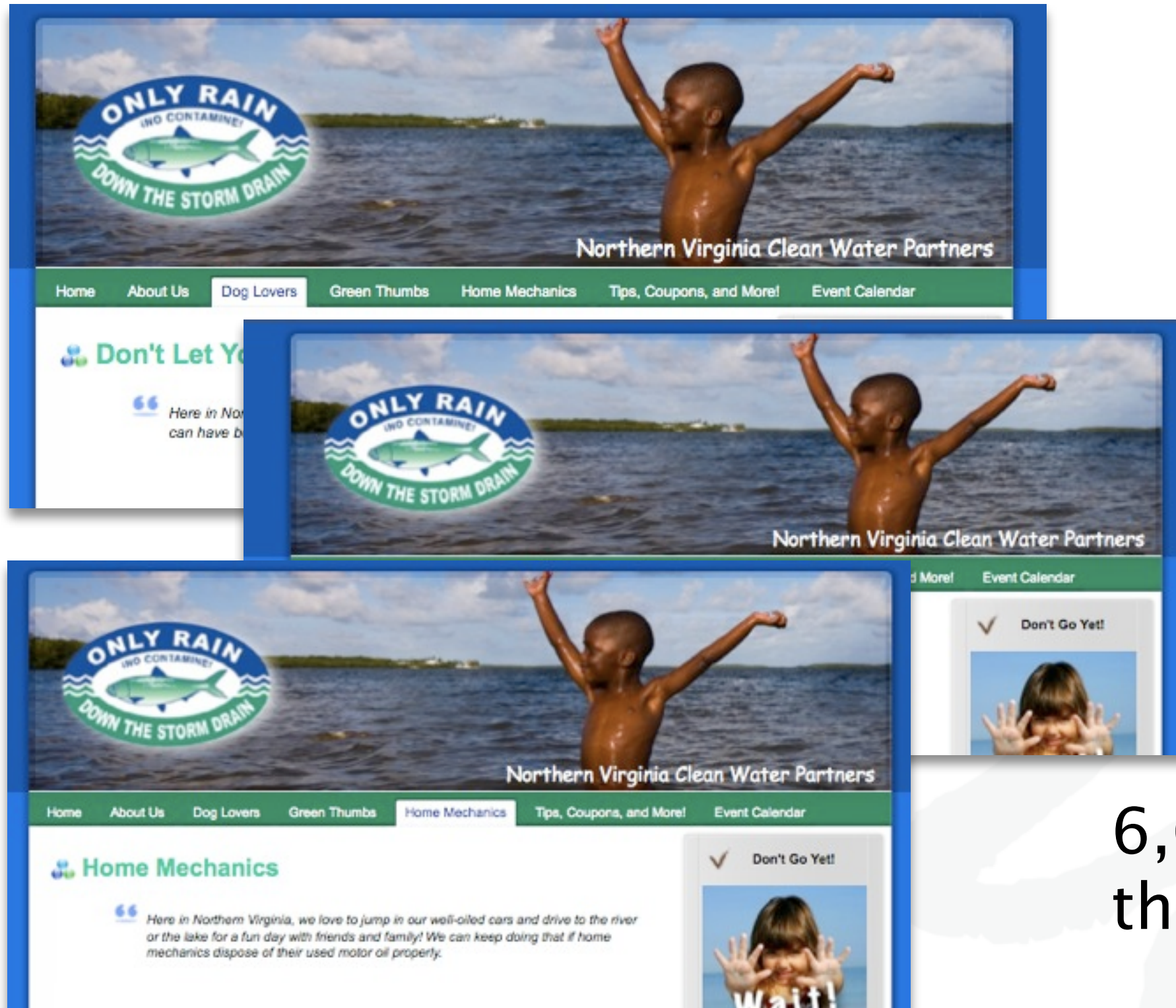
www.arlingtonva.us/departments/EnvironmentalServices/wpcp/EnvironmentalServicesWpcpHouseholdHazMat.aspx - 34k - [Cached](#) - [Similar pages](#) - 

Sponsored Links

[Change Your Oil Yourself?](#)
Don't mix oil and water by mistake
Tips and coupons for home mechanics
onlyrain.org/home-mechanics/
Arlington, VA

Our ads appeared more than 26 million times.

Visited Site




6,687 visitors let
the pages load.

Newsletter

ons, and More! Event Calendar

✓ Don't Go Yet!



Wait!


Subscribe now for our e-newsletter and you'll receive **tips and money-saving coupons** to help you care for your dog, lawn, and car.

Email Address:

Join Now

Search for:

[Click to view this email in a browser](#)



Tips, Coupons, and More!
News from the Northern Virginia Clean Water Partners

Dear Eric,

Thank you for visiting the Only Rain Down the Drain website and subscribing for our e-mail newsletter. This issue contains:

- * Tips for house training a puppy and money-saving coupons on pet supplies
- * Ways to save money on fertilizer and rain barrels, plus tips on organic gardening
- * A checklist for auto-repair do-it-yourselfers and a money-saving coupon for auto parts



TAKE 5% OFF YOUR FIRST ORDER! www.onlynaturalpet.com

Tip: House Training Your Puppy - Making a Good Home For You and Your Pet



One of the challenges of having a great home for both you and your puppy is to make them follow rules around the house. Although this indeed is a challenge, house training your puppy as soon as you get them will give you good results in making an ideal relationship with your dogs.

Here are some tips that may help you in house training your puppy.

[Click here for tips on housetraining your puppy](#)

Coupon: Save Money on Petcare Service

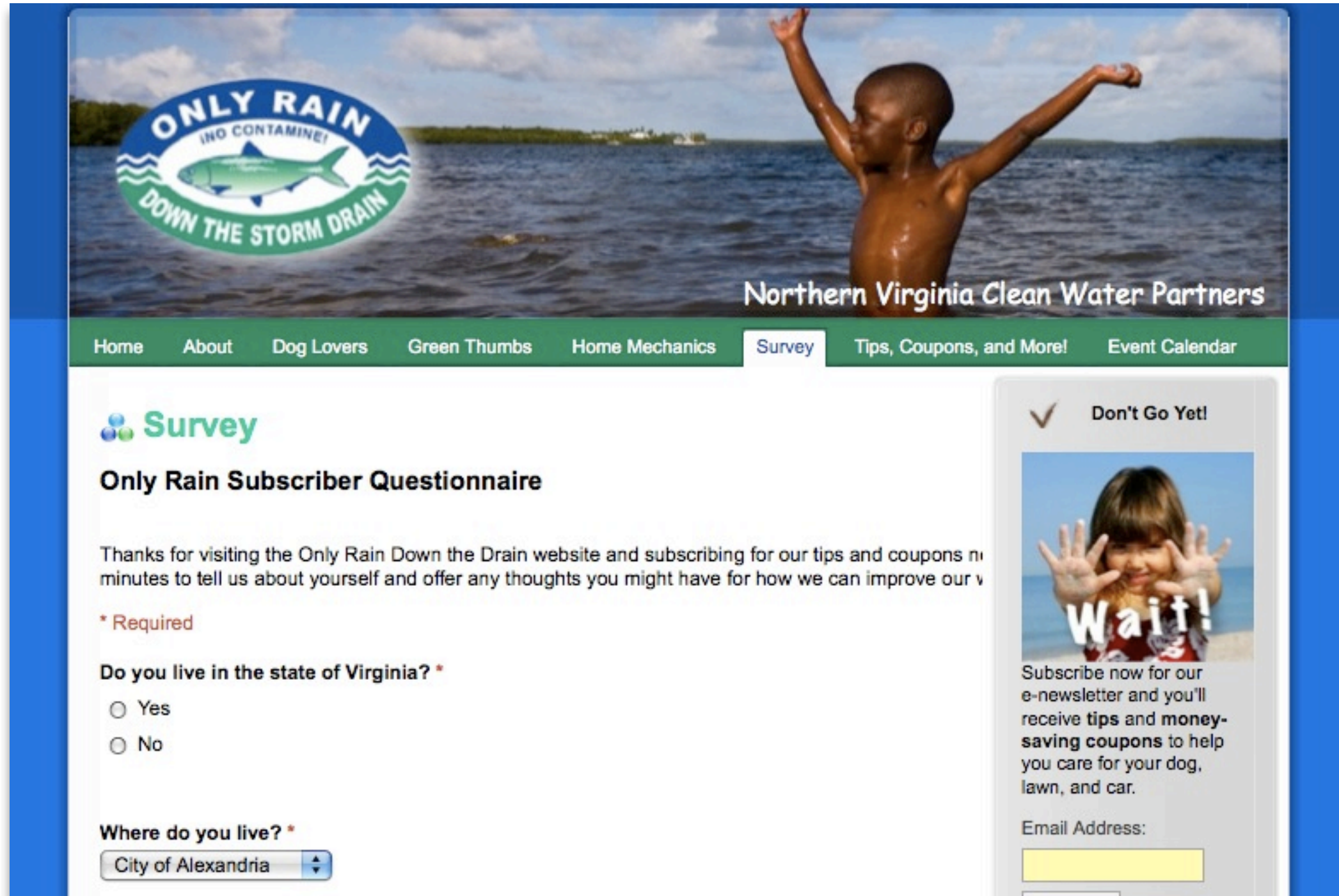
Arlington County is making it even easier than ever to shop with local merchants using the ShopArlington Savings Card. Visit the ShopArlington site download a free discount card, good at various Northern Virginia businesses, including Passionately Pets!

[Click here to save money on pet care!](#)



106 individuals signed up for our newsletter.
About 1.6% of visitors.

Survey




The screenshot shows a web page for a survey. At the top is a banner with a boy in the water and a logo that says "ONLY RAIN (NO CONTAMINE!) DOWN THE STORM DRAIN". Below the banner is a navigation bar with links: Home, About, Dog Lovers, Green Thumbs, Home Mechanics, Survey (highlighted), Tips, Coupons, and More!, and Event Calendar. The main content area is titled "Survey" and "Only Rain Subscriber Questionnaire". It includes a thank-you message and a "Required" section with two questions: "Do you live in the state of Virginia?" with radio buttons for Yes and No, and "Where do you live?" with a dropdown menu showing "City of Alexandria". On the right, there is a sidebar with a "Don't Go Yet!" message, a photo of a child with hands up, and a call to action to subscribe for an e-newsletter to receive tips and coupons. It also includes an "Email Address:" field.

ONLY RAIN
(NO CONTAMINE!)
DOWN THE STORM DRAIN

Northern Virginia Clean Water Partners

Home About Dog Lovers Green Thumbs Home Mechanics **Survey** Tips, Coupons, and More! Event Calendar

 **Survey**

Only Rain Subscriber Questionnaire

Thanks for visiting the Only Rain Down the Drain website and subscribing for our tips and coupons. It takes only a few minutes to tell us about yourself and offer any thoughts you might have for how we can improve our website.

*** Required**


Do you live in the state of Virginia? *

☐ Yes
☐ No

Where do you live? *

City of Alexandria

✓ **Don't Go Yet!**


Wait!

Subscribe now for our e-newsletter and you'll receive **tips** and **money-saving coupons** to help you care for your dog, lawn, and car.

Email Address:

Only 2 people completed our survey

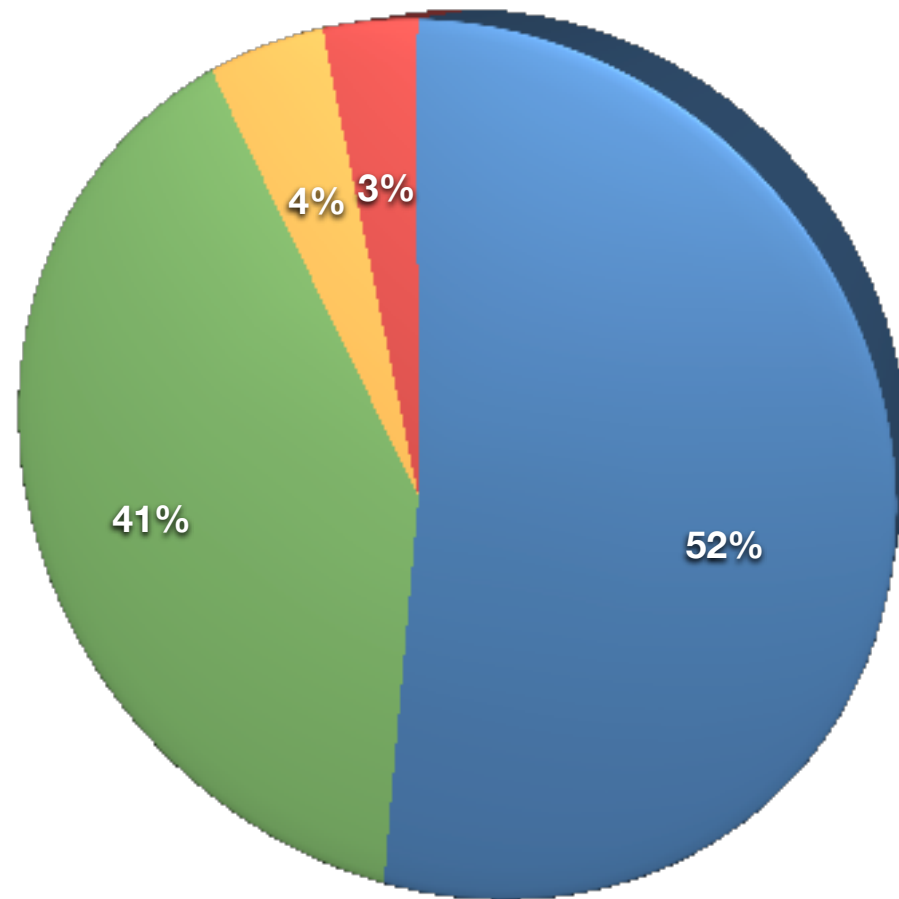
Ad Performance

Ad Performance Summary

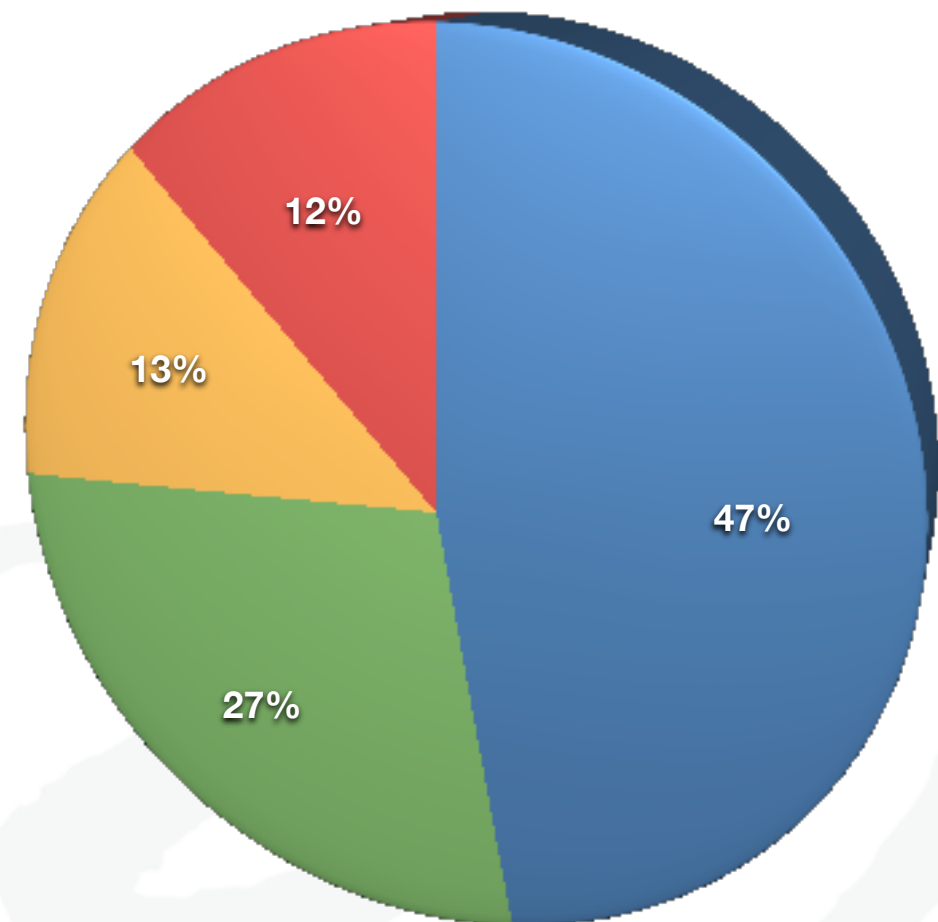
- In future campaigns, Clean Water Partners should expect to spend somewhere \$1,500 to \$2,000 per month. **It will be hard to spend more.**
- Search and social media sites have different strengths and weaknesses -- but both are worth pursuing.
- More people see ads on social media sites, but they are more responsive to ads on search engines.
- Dogs were our most popular topic, followed by water generally, then motor oil and lawn care last. Topics performed quite differently on social network and search engines.
- Ads that make a clear offer (tips and coupons) strongly outperform those that provide information.

Ad Performance

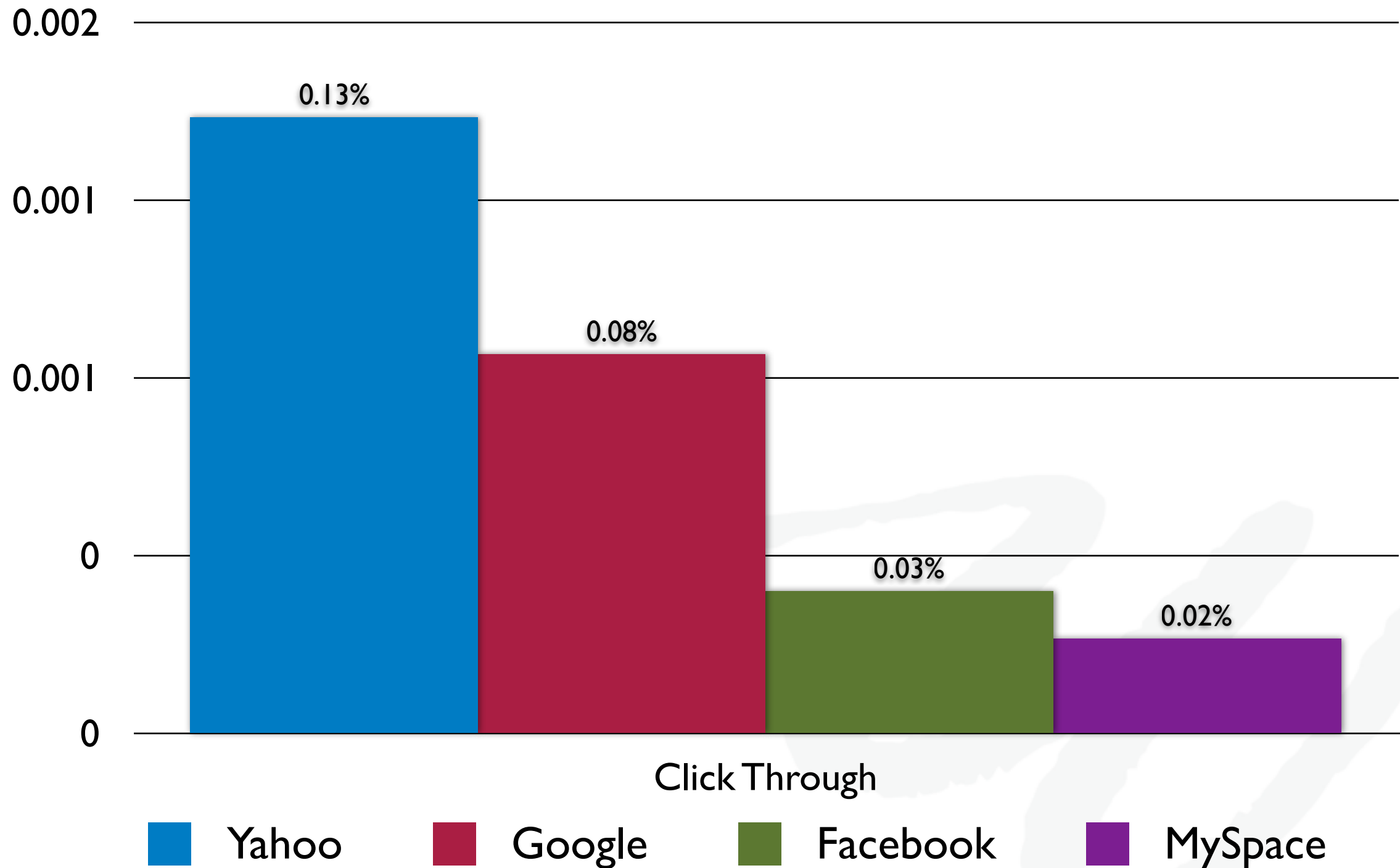
Impressions



Clicks

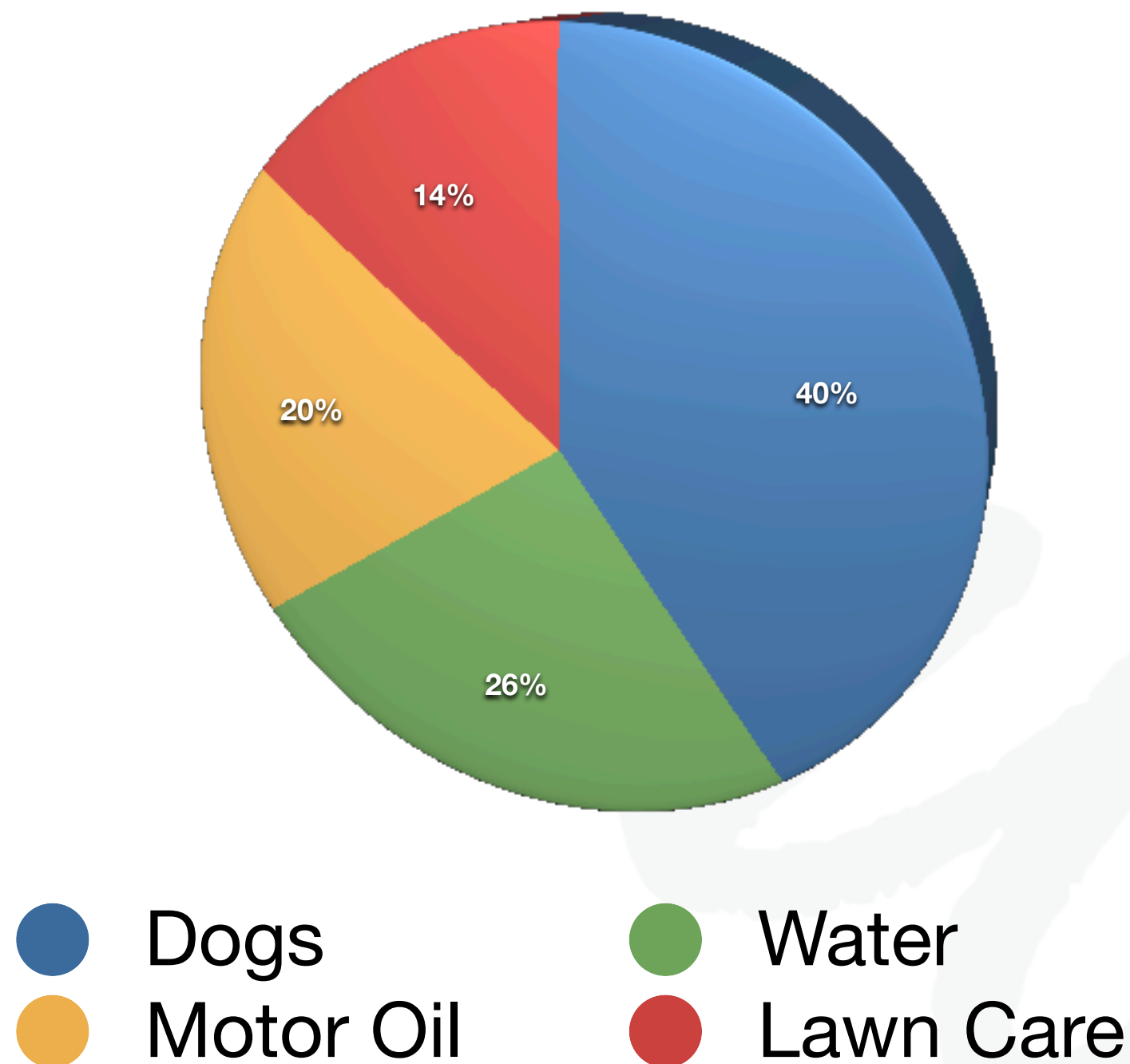


Ad Performance

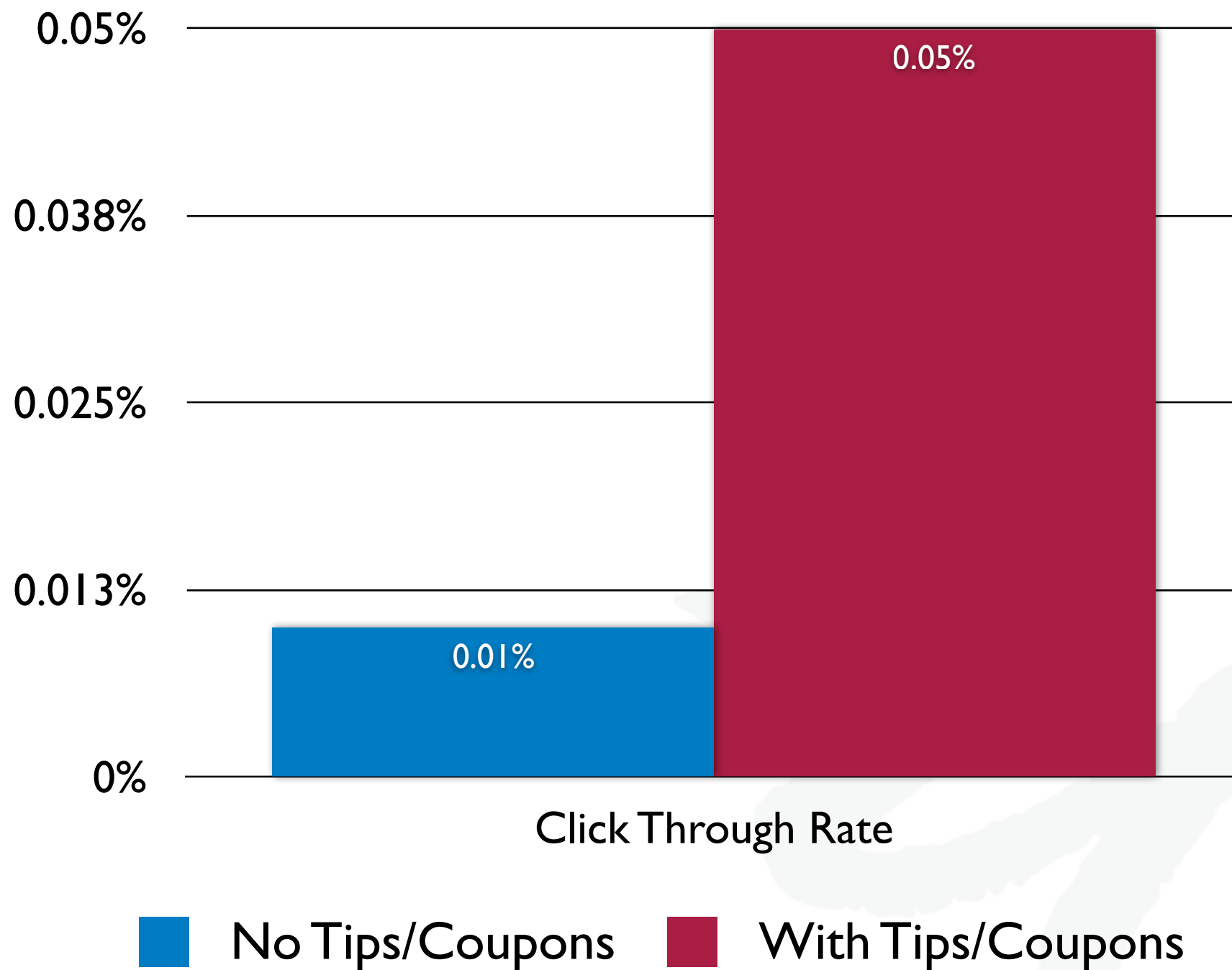


Ad Performance

Visits to website, by topic



Information vs. Offer



\$ Comparisons

	Impressions	Cost	Cost reach 1,000 people
Radio (5/11-6/15/2009)	355,446	\$80,000	\$225.1
Online (5/28-10/6/09)	26,629,587	\$7646	\$0.29
	Clicks	Cost	Cost Per Click
Radio (5/11-6/15/2009)	692	\$80,000	\$115.6
Online (5/25-7/21/09)	8,011	\$7646	\$0.95

Total Ad Performance

Site	Impressions	Clicks	Click Rate	Cost Per Click	Total Cost
Google	1,138,033	953	0.08%	\$0.93	\$884.08
Facebook	13,727,209	3,783	0.03%	\$0.88	\$3,333.97
Yahoo!	869,582	1,074	0.12%	\$1.46	\$1,565.97
MySpace	10885763	2201	0.02%	\$0.85	\$1,862.44
Total:	26,620,587	8,011	0.03%	\$0.95	\$7,646.46

Website Summary

Web Analytics Summary

- Good News:
 - 1.6% of web visitors subscribed to email. This is a healthy number. It is very rare to see it much higher
 - Average # of pages visited: 1.5 -- many visitors explored the site after landing on the initial page
- Bad News:
 - Average time on site: 47 seconds. They didn't explore very long.
 - Bounce Rate: 78.75%. This is very high

Top 10 County Issue Pages

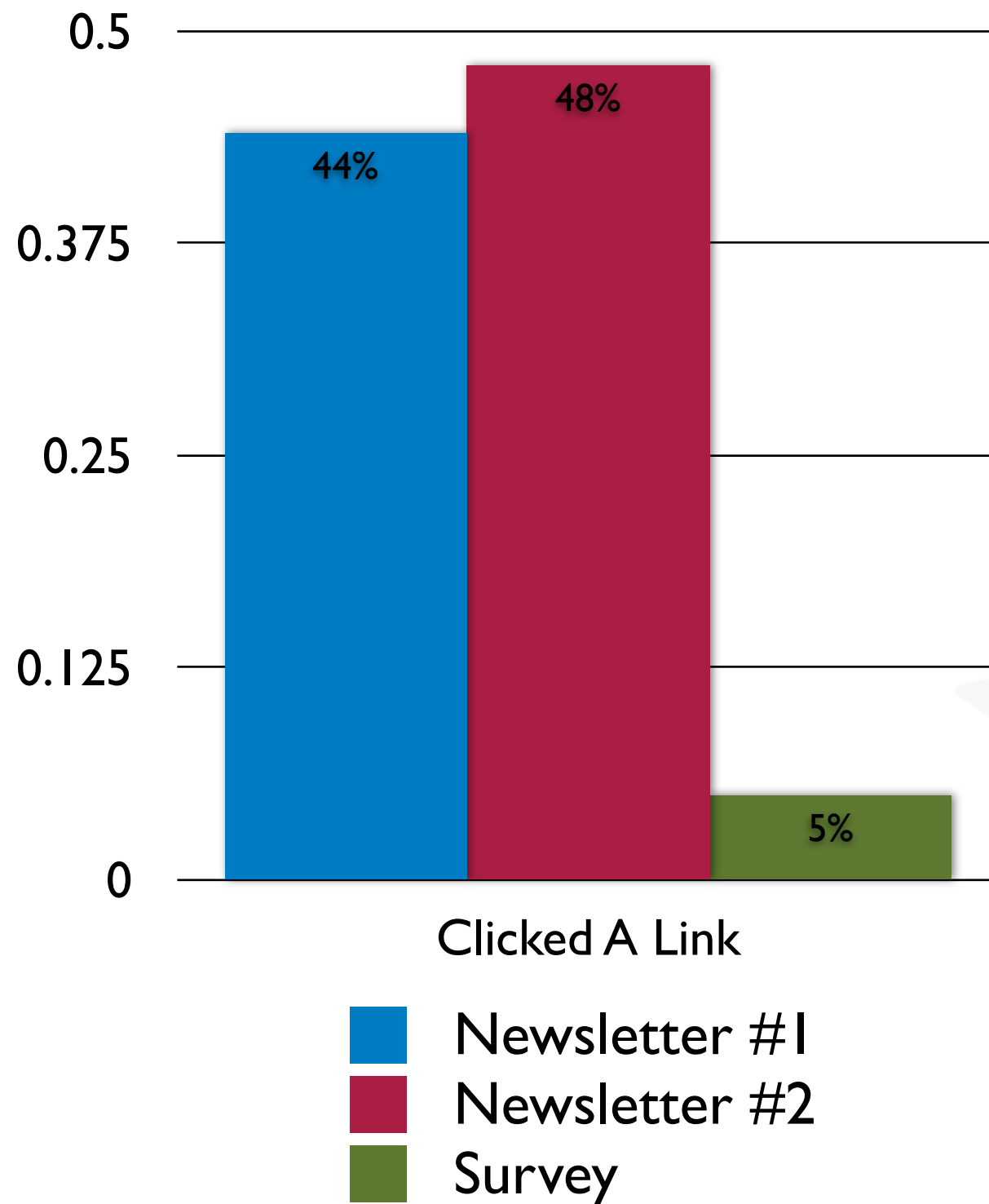
Page	Visits	% of Total
Fairfax Dogs	103	1.54%
Arlington Dogs	67	1.00%
Fairfax Lawn	64	0.96%
Loudoun Dogs	61	0.91%
Alexandria Dogs	60	0.90%
Fairfax Mechanics	54	0.81%
Arlington Lawn	46	0.69%
Loudoun Lawn	46	0.69%
Falls Church Dogs	42	0.63%
Total:	543	8.12%

Newsletter Highlights

Newsletter Highlights

- The rates at which subscribers **opened** and **clicked** on links in the email were good -- except for our followup survey!
- But overall, the newsletter was a disappointment -- the # of subscribers was very small for the amount of effort we put into it
- Approximately 40% of those who signed up for email did not confirm their subscription

Newsletter



[Click to view this email in a browser](#)



Tips, Coupons, and More!

News from the Northern Virginia Clean Water Partners

Dear Eric,

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- * Tips for house training a puppy and money-saving coupons on pet supplies
- * Ways to save money on fertilizer and rain barrels, plus tips on organic gardening
- * A checklist for auto-repair do-it-yourselfers and a money-saving coupon for auto parts



Tip: House Training Your Puppy - Making a Good Home For You and Your Pet



One of the challenges of having a great home for both you and your puppy is to make them follow rules around the house. Although this indeed is a challenge, house training your puppy as soon as you get them will give you good results in making an ideal relationship with your dogs.

Here are some tips that may help you in house training your puppy.

[Click here for tips on housetraining your puppy](#)

Coupon: Save Money on Petcare Service

Arlington County is making it even easier than ever to shop with local merchants using the ShopArlington Savings Card. Visit the ShopArlington site download a free discount card, good at various Northern Virginia businesses, including Passionately Pets!

[Click here to save money on pet care!](#)



Newsletter

- 106 total subscriptions
- But only 60 confirmed subscription



Thank you for signing up for the Only Rain Down the Drain email newsletter!

Each issue is packed with tips and coupons to help you save time and money caring for your pet, lawn, and car.

We're not spammers! So please take just a second to confirm your subscription by clicking the link below:

[Click here to complete the signup process.](#)

Thank you for signing up.

Sincerely,
The Only Rain Down the Drain team

A project of the Northern Virginia Regional Commission

Newsletter Highlights

- No surprise, the top links in our email newsletters were for tips and coupons.

Top Performing Links

Link

Click here to learn more about the upcoming workshops

<http://www.arlingtonva.us/portals/topics/Climateevents.aspx>

Click here for more tips on preparing for Fall

<http://onlyrain.org/2009/10/05/tip-fall-organic-garden-preparation/>

Learn more about crate training your dog

<http://onlyrain.org/2009/10/05/tip-if-you-love-your-dog-crate-train/>

Click here to learn how to test your motor oil

<http://onlyrain.org/2009/10/05/tip-motor-oil-analysis-testing-on-the-cl>

Click here to learn to diagnose fluid leaks.

<http://onlyrain.org/2009/10/05/tip-leaking-car-fluid-what-a-mess/>

[More click details...](#)

Recommendations: OnlyRain 2.1

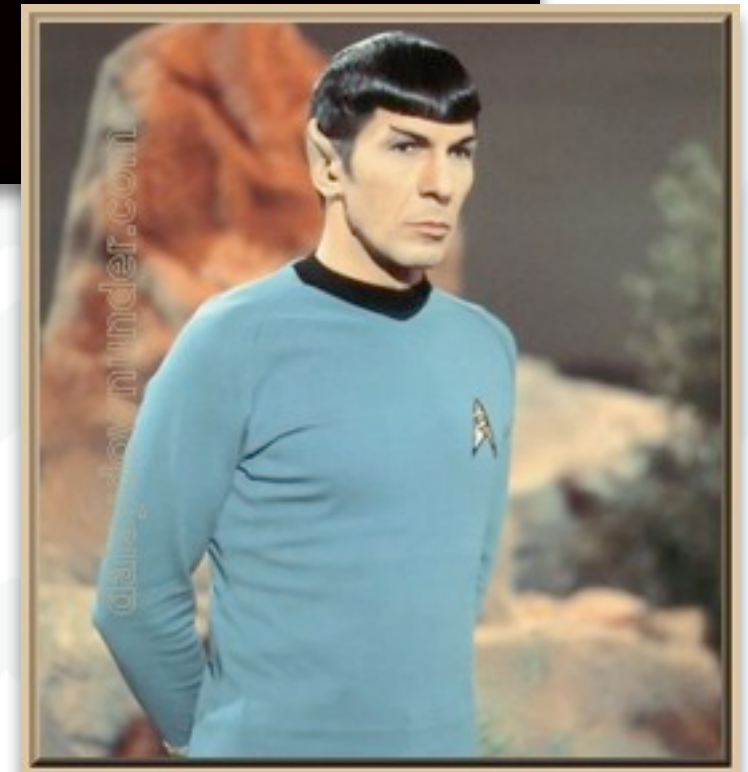
Recommendations:

Only Rain 2.1

- We have learned a great deal about running an online social marketing campaign
- But we have **not yet** achieved our goal of being able to measure the impact of our effort on residents behavior
- To get there, we must revise our campaign to greatly increase the number of people who complete a survey or questionnaire about their actions

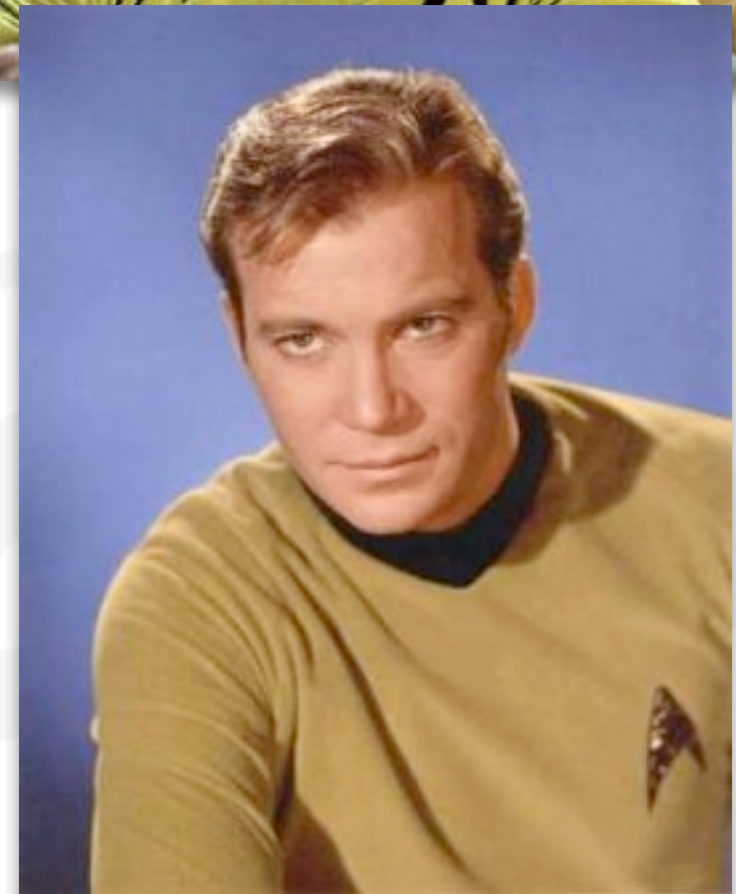
Keep This Cast

- Continue to advertise on Google, Yahoo!, Facebook, and MySpace -- each one performed well enough to justify continued effort and experimentation
- Continue to promote **all four** issues -- there's enough interest in each of them to justify continued effort and experimentation
- Continue to emphasize **tips and coupons** that *they* want in addition to reminders about what *we* want



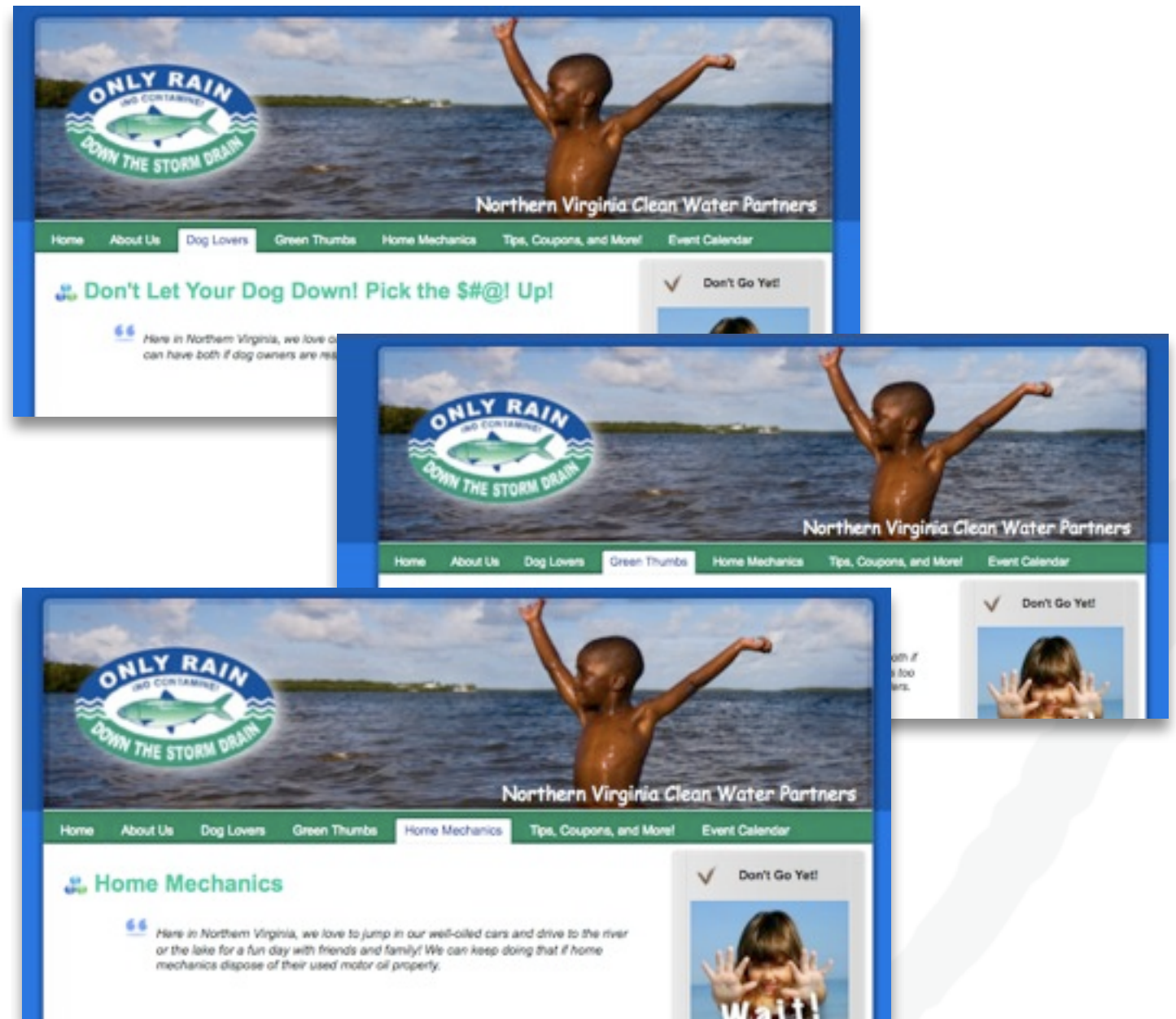
Swap this Cast

- **Split the Sites:** One for each topic. Consider hiring a blogger to generate content for each site on a regular basis, instead of relying on staff to contribute content.
- **Use Automatic Newsletter:** Each new subscriber receives an 3 emails, once each month. Content is “evergreen.”
- **Use Quick Polls on the Site:** Do not try to email survey.



Recommendation #1: Split the Sites

- Split the OnlyRain website into **four separate websites**, one for each topic area
- This will reduce the amount of time visitors spend figuring out what the site is about.
- Site navigation will make it easier to find jurisdiction specific information
- Consider retaining a professional blogger to provide the content



Recommendation #1: Split the Sites

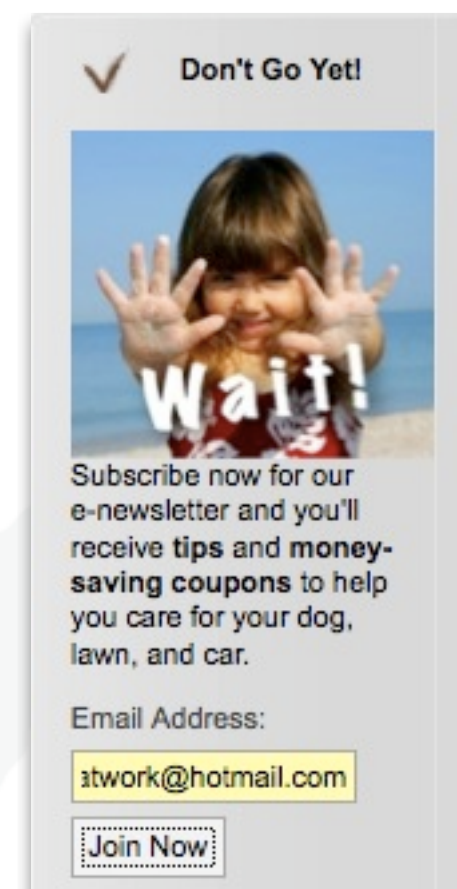


Alexandria * Arlington * Dumfries * Fairfax * Falls Church * Leesburg * Loudoun

About

The Northern Virginia Clean Water Partners represent 11 Northern Virginia local governments, two independent water and sanitary sewer authorities, and one regional commission.

Our goal is to work together to keep local residents healthy and safe by reducing the amount of pollution that reaches local creeks and rivers. We use educational advertisements, publications, and this website to alert the citizens we serve about how they can do their part —



Recommendation #2

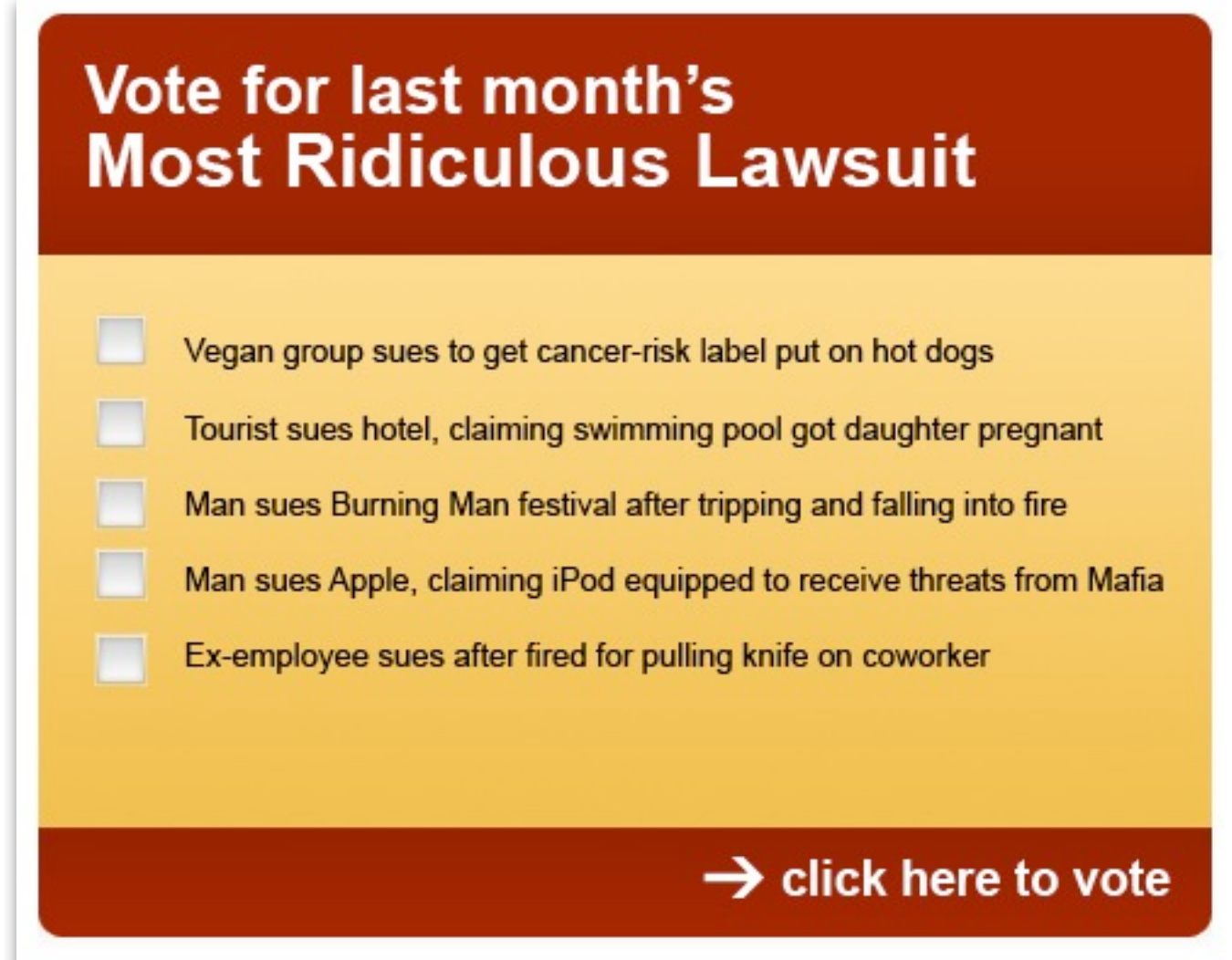
Automatic Email

- Emails are written in advance of the advertising campaign
- Content is “evergreen”
- Upon subscribing, sent monthly for 3 months
- Builds an email list we can use for special promotions, but low effort
- Ensures that optimal spacing of newsletter s not held hostage to your busy schedules



Recommendation #3: Quick Polls on Site

- In 2.0, our followup survey was simply too far down the slope to produce good results.
- Recommend placing poll questions right on the site to track impact.

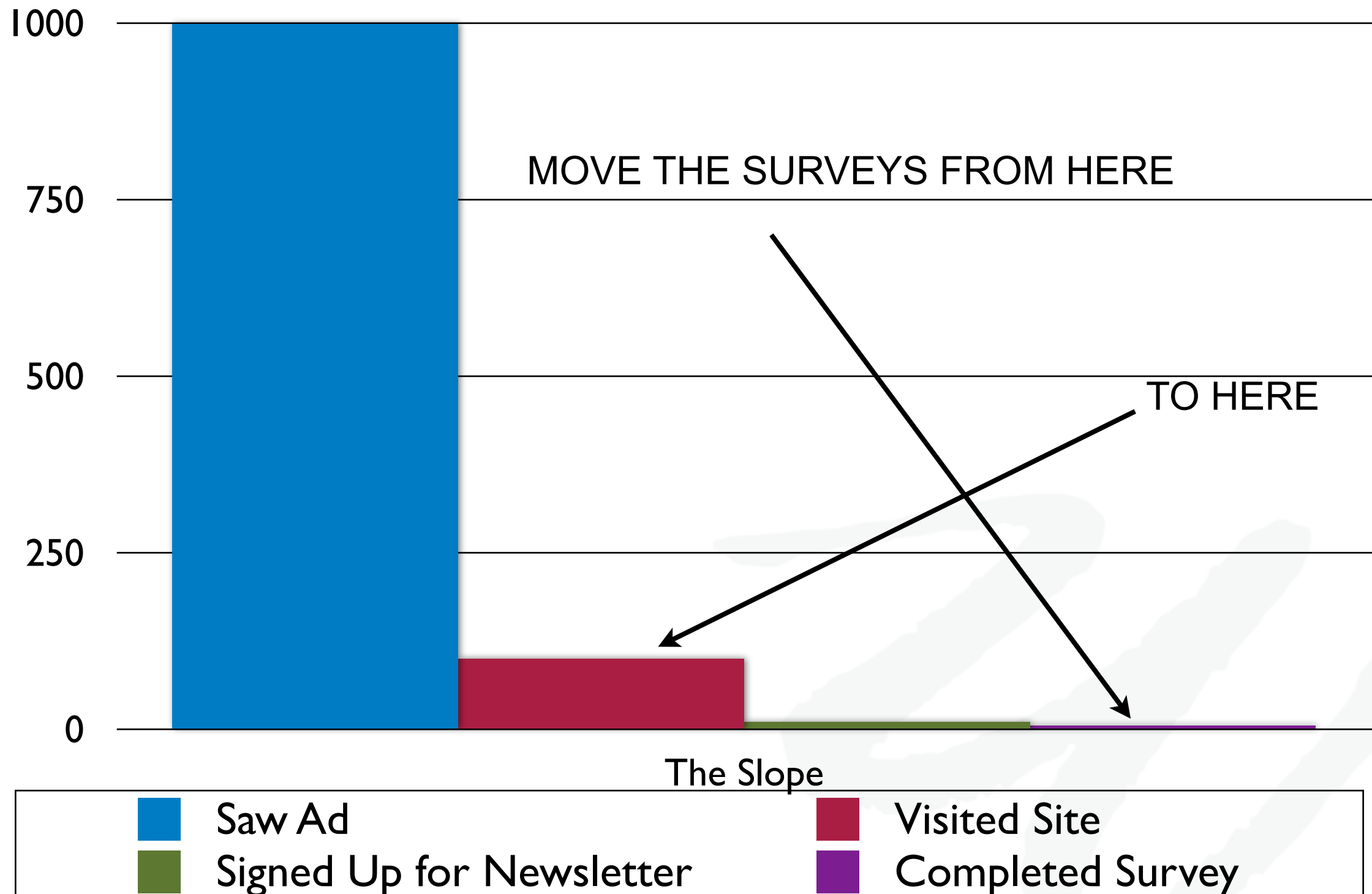


**Vote for last month's
Most Ridiculous Lawsuit**

- ☐ Vegan group sues to get cancer-risk label put on hot dogs
- ☐ Tourist sues hotel, claiming swimming pool got daughter pregnant
- ☐ Man sues Burning Man festival after tripping and falling into fire
- ☐ Man sues Apple, claiming iPod equipped to receive threats from Mafia
- ☐ Ex-employee sues after fired for pulling knife on coworker

[→ click here to vote](#)

“The Slope”



QUESTIONS? NEXT STEPS

Appendix C

Northern Virginia Clean Water Partners Planning Meeting Agendas and Presentations

Northern Virginia
Clean Water Partners
Planning Meeting

Tuesday, January 13, 2009
9:30 – 11:30 a.m.

AGENDA

- I. Welcome and Introductions

- II. **Water Words that Work and Opportunities for the Partners**
Eric Eckl, Principal, Water Words that Work
703-635-4380; eric.eckl@waterwordsthatwork.com
www.waterwordsthatwork.com

- III. **Discussion**
 - What are the current campaign challenges?
 - Where do we go from here?
 - How to make this easier in the future?

2008 Partner	Committed?	Amount
City of Alexandria	Yes	\$ 3,000
City of Fairfax	No	-
City of Falls Church	Yes	1,050
Arlington County	Yes	18,200
Fairfax County	Yes	TBD
Loudoun County	Yes	16,275
Prince William County	No	-
Stafford County	Yes	5,000
Town of Vienna	TBD	TBD
Town of Herndon	Yes	1,000
Town of Dumfries	TBD	TBD
Town of Leesburg	Yes	2,000
Loudoun Water	Yes	2,500
Fairfax Water	Yes	5,000

Only Rain Down The Drain: A Concept for a Version 2.0 Pilot Campaign

Eric Eckl

Water Words That Work, LLC

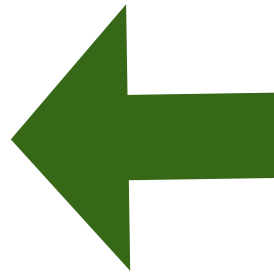
Today's Presentation

- Introductions
- Perspectives on Only Rain
- The Rationale for a Fresh Approach
- Outline for a Fresh Approach
- Time and Money for a Fresh Approach

Introductions



Perspectives on Only Rain



Northern Virginia
Clean Water Partners

Fairfax County | Prince William County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun City of Fairfax | Town of Herndon | Town of Leesburg | City of Falls Church | Town of Vienna | Town of Dumfries | Northern Virginia Regional Virginia Department of Environmental Quality - Coastal Zone Management Program

ONLY RAIN
NO CONTAMINANTS
DOWN THE STORM DRAIN

[Home](#)
[About Us](#)
[How You Can Help](#)
[Print, Radio, and TV Ads](#)
[The Issues At a Glance](#)
[Pet Waste](#)
[Lawn Care](#)
[Motor Oil](#)

Only Rain Down the Storm Drain!

DID YOU KNOW......polluted stormwater is the number one cause of unhealthy water in the streams and rivers throughout Northern Virginia?

Waterways are where we play, relax, enjoy wildlife, and even get our drinking water. However, their quality is threatened by common materials that get carried to them with every rain. Pet waste, motor oil, and fertilizer are the most common pollutants found in our waterways.

Fortunately, the health of the region's waterways can be improved by working together to reduce the amount of polluted stormwater reaching our treasured waterways for today and future generations.

Tip of the Month - Potomac River-Friendly Lawn Care Techniques!

The overuse of fertilizers, herbicides, and pesticides on lawns and gardens can cause algae growth in local streams and the Chesapeake Bay, and some chemicals can even kill aquatic life. Although the spring weather invites yard work, fertilizing in the fall actually promotes healthier and deeper root growth for your grass. Follow the package directions before you apply any chemical lawn care product. Keep the green in your pocket and out of our shared waterways!

Instead of using a lot of chemicals on your yard, here are a couple of Potomac River-friendly options to consider:

Perspectives on Only Rain

- More than 1,000 airings, on 8 stations
- Reached ~740,000 individuals
- 500 website visits
- 48% of those surveyed recalled hearing the ads
- 11% report picking up pet waste more often
- 15% report more care with fertilizer
- 5% say they no longer dump motor oil

Rationale for A Fresh Approach

So What's Changing?

So What's Changing?

- Advertising

So What's Changing?

- Advertising
- Websites

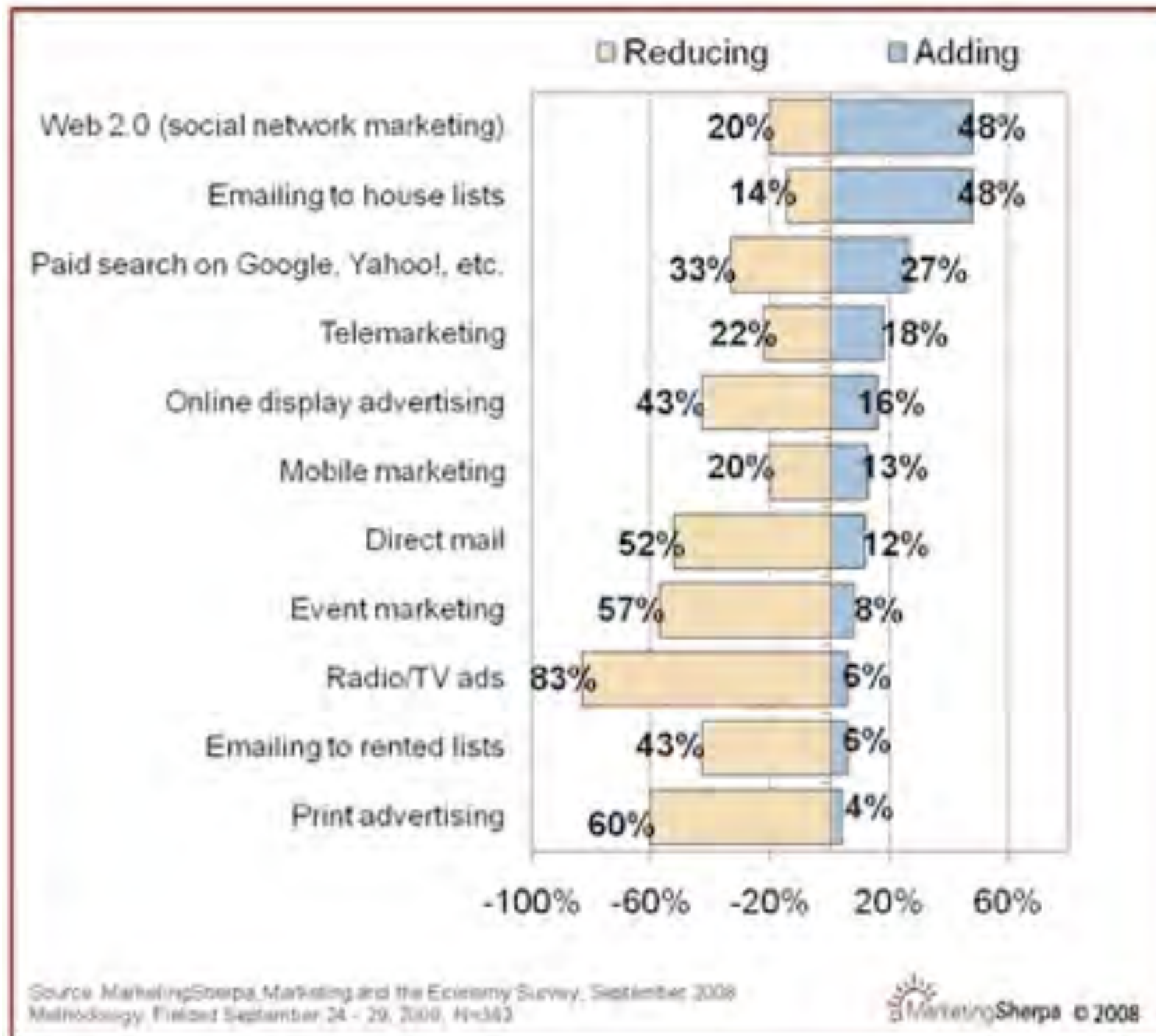
So What's Changing?

- Advertising
- Websites
- Evaluation

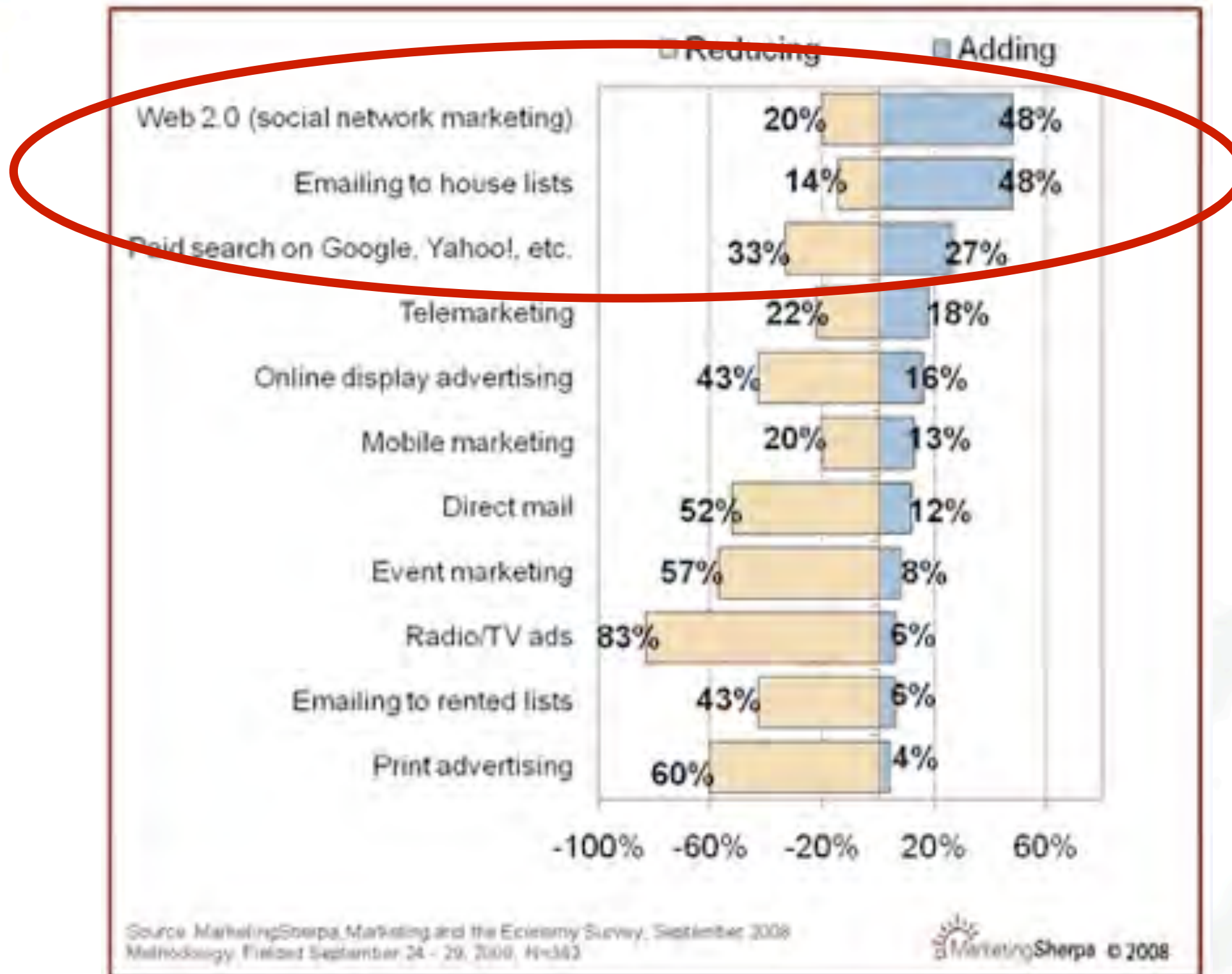


Advertising is Changing

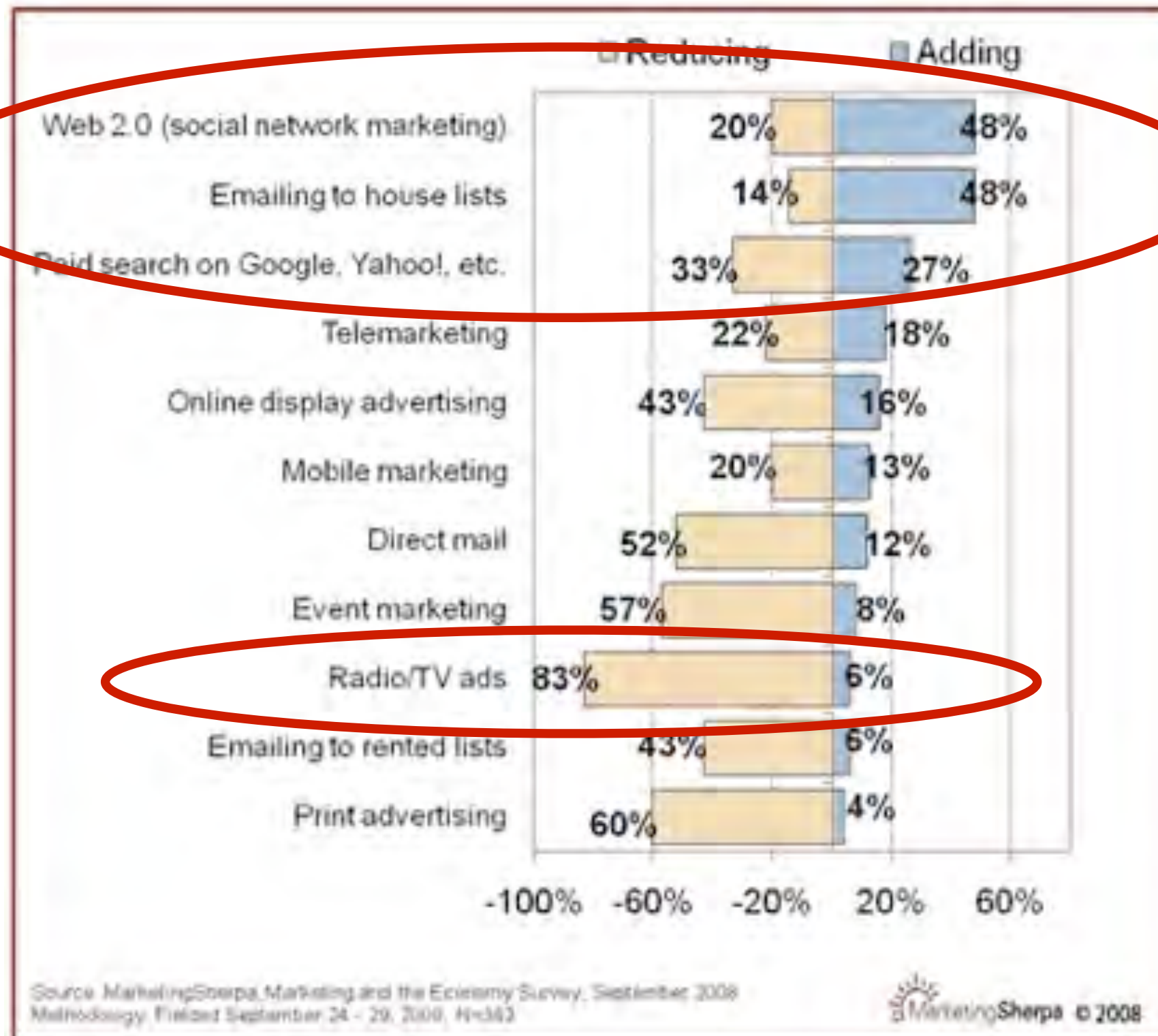
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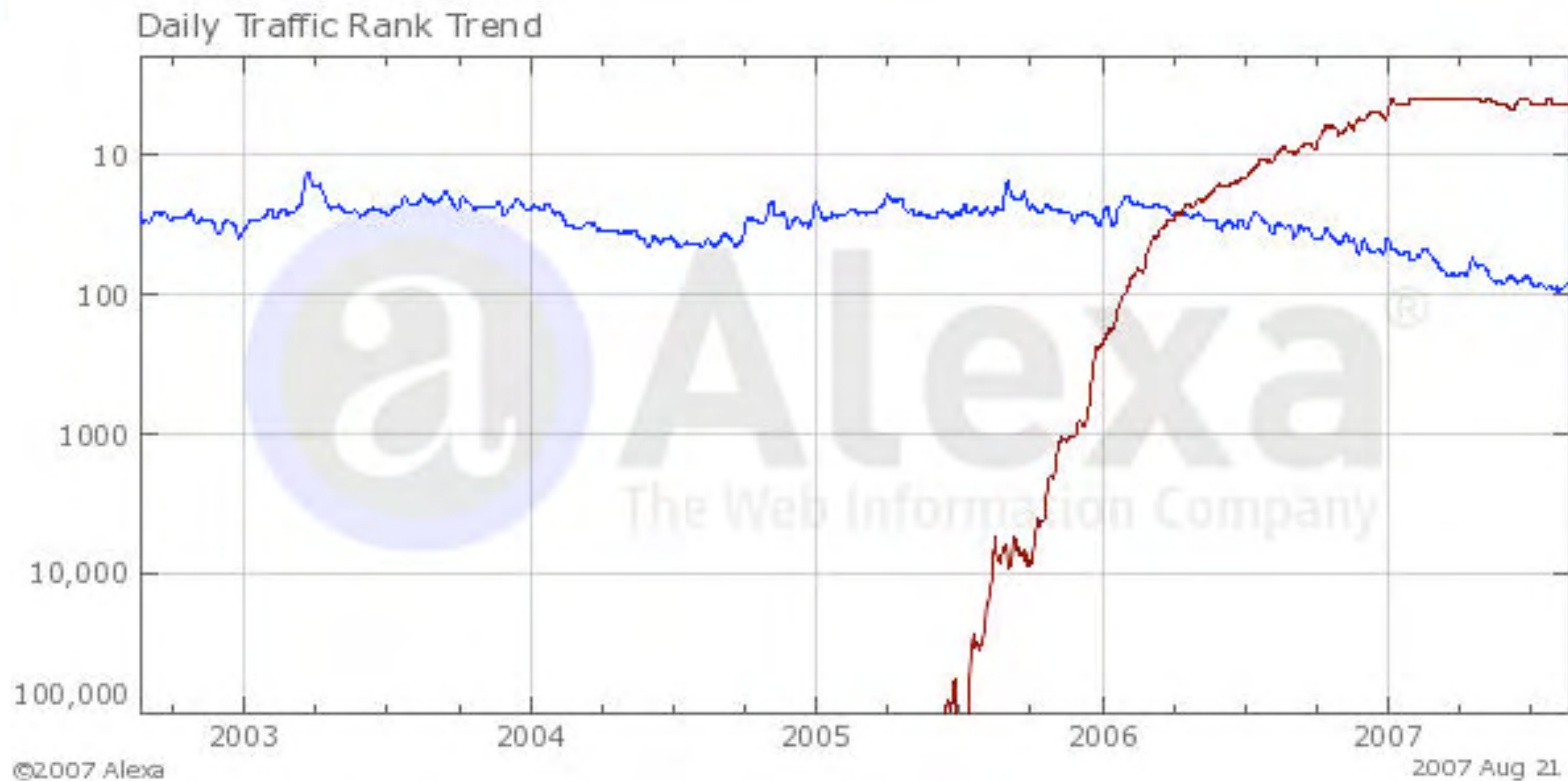
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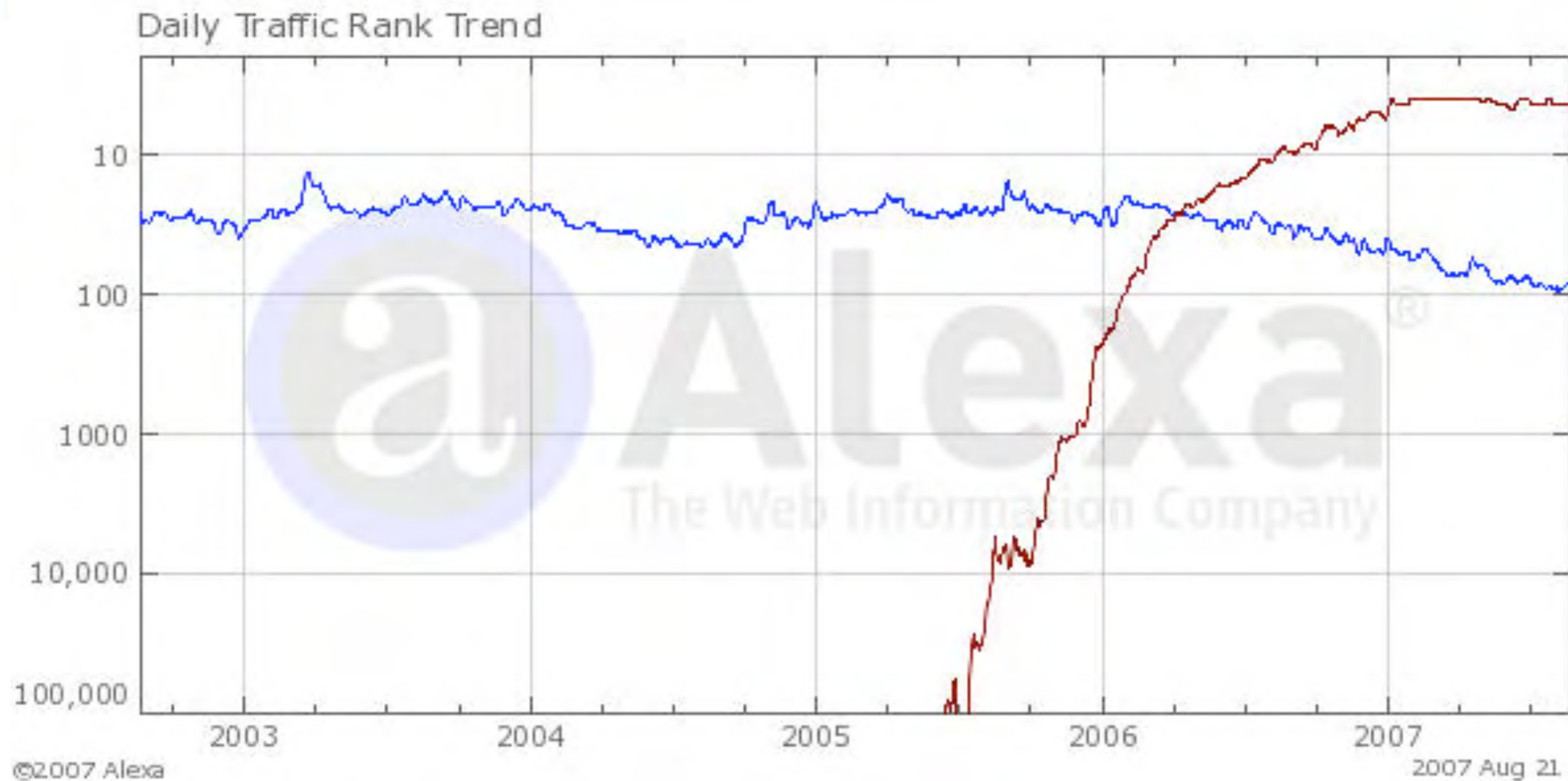
Advertising is Changing



Advertising is Changing

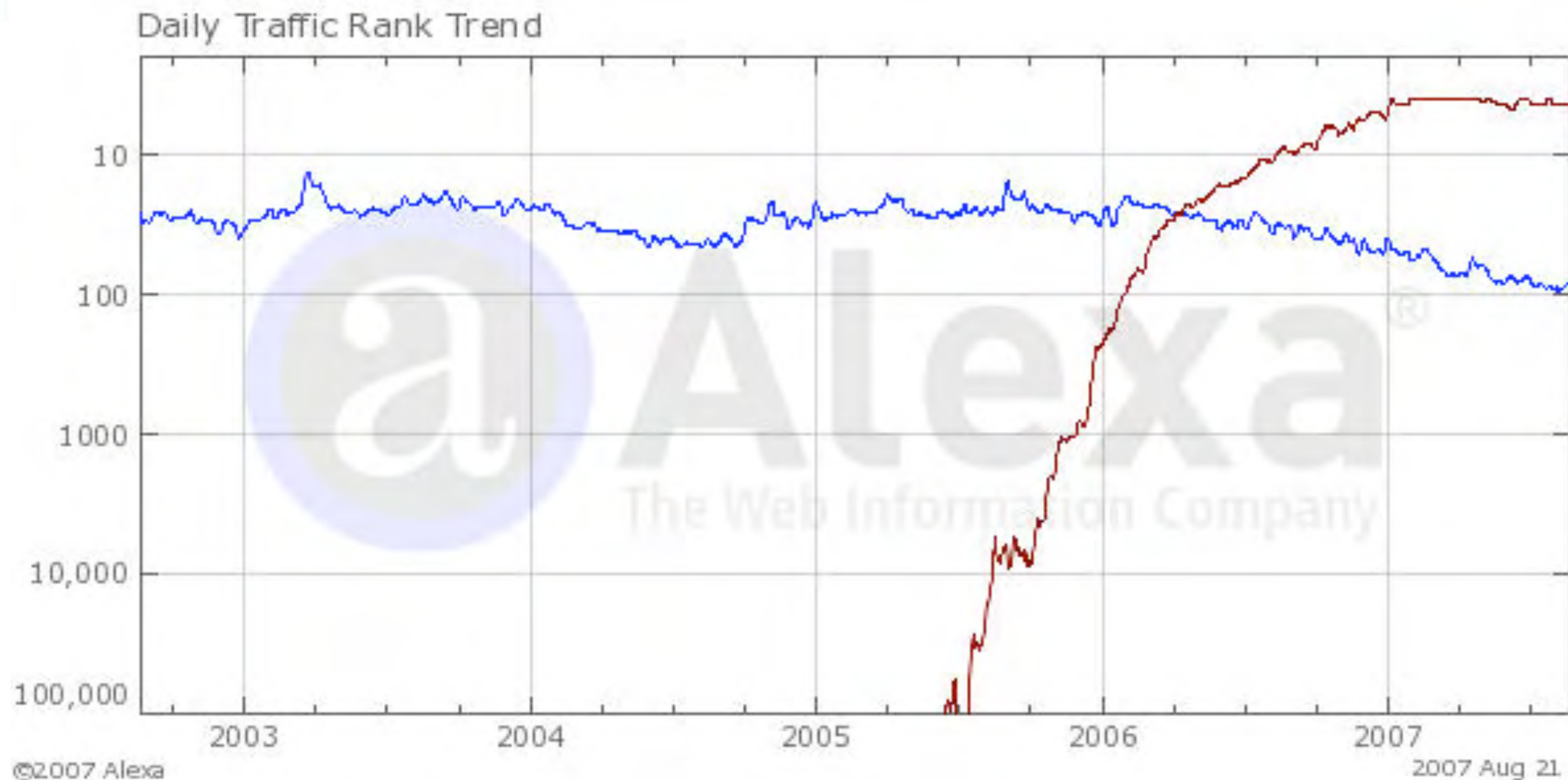


Advertising is Changing



CNN.com

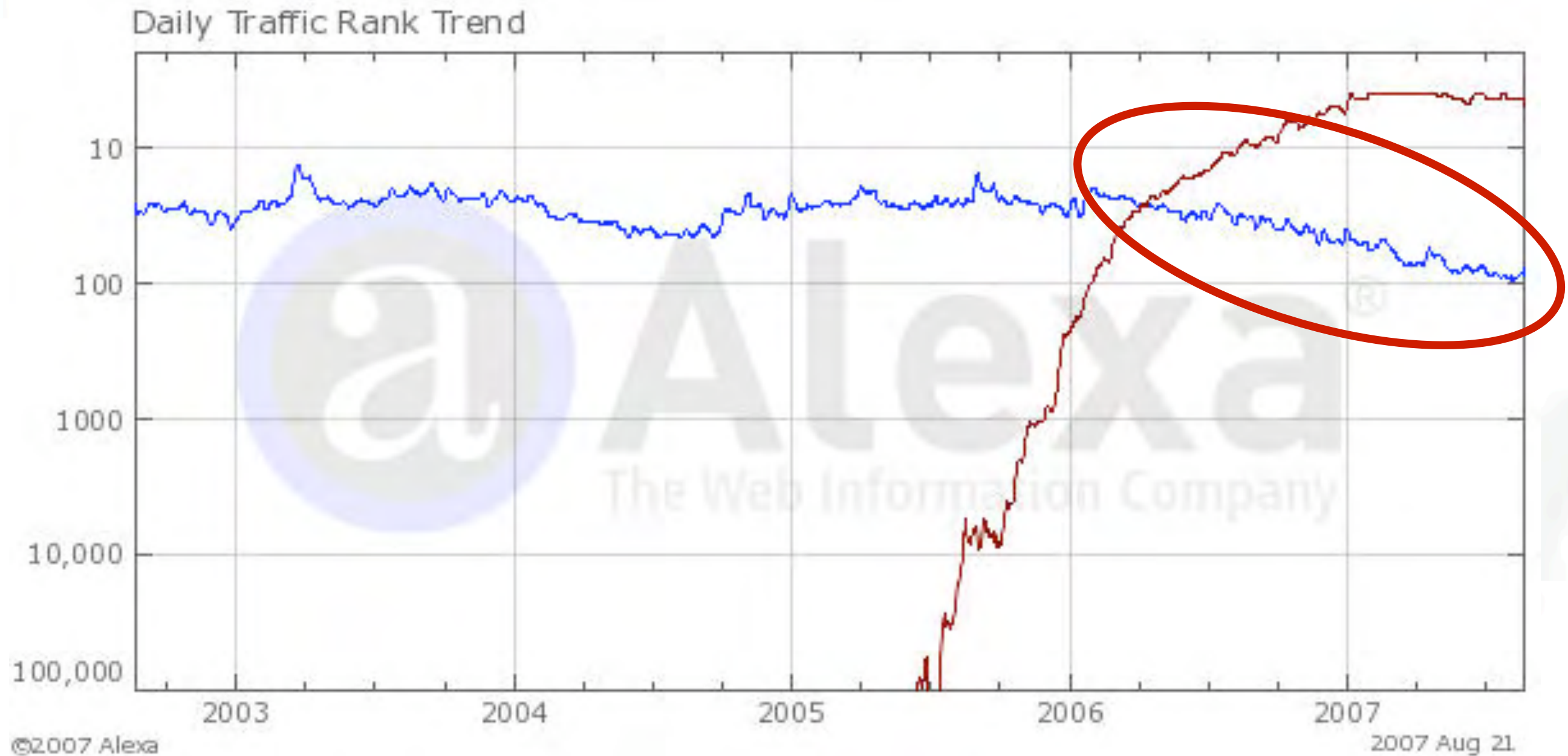
Advertising is Changing



CNN.com

You Tube
Broadcast Yourself™

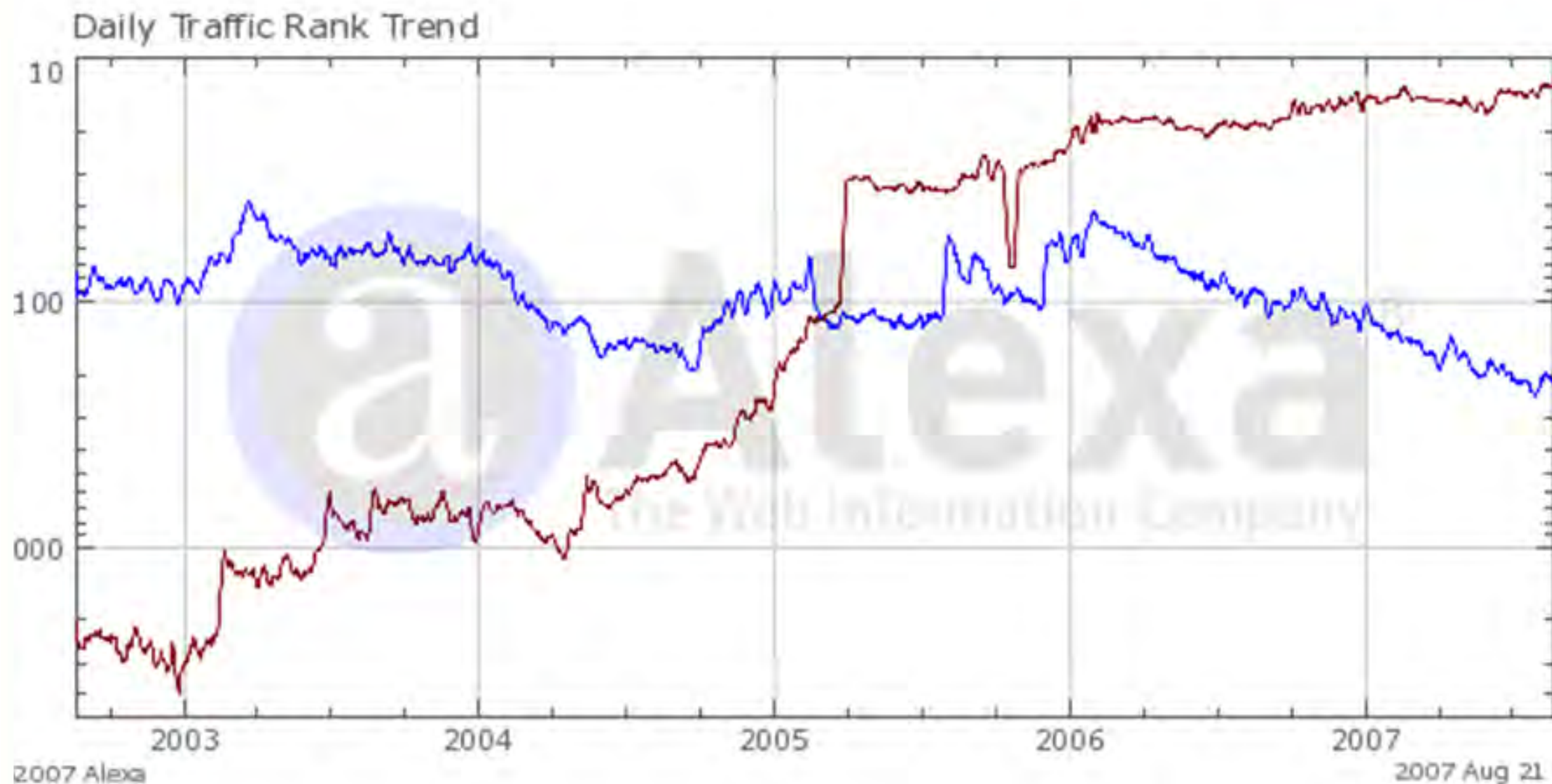
Advertising is Changing



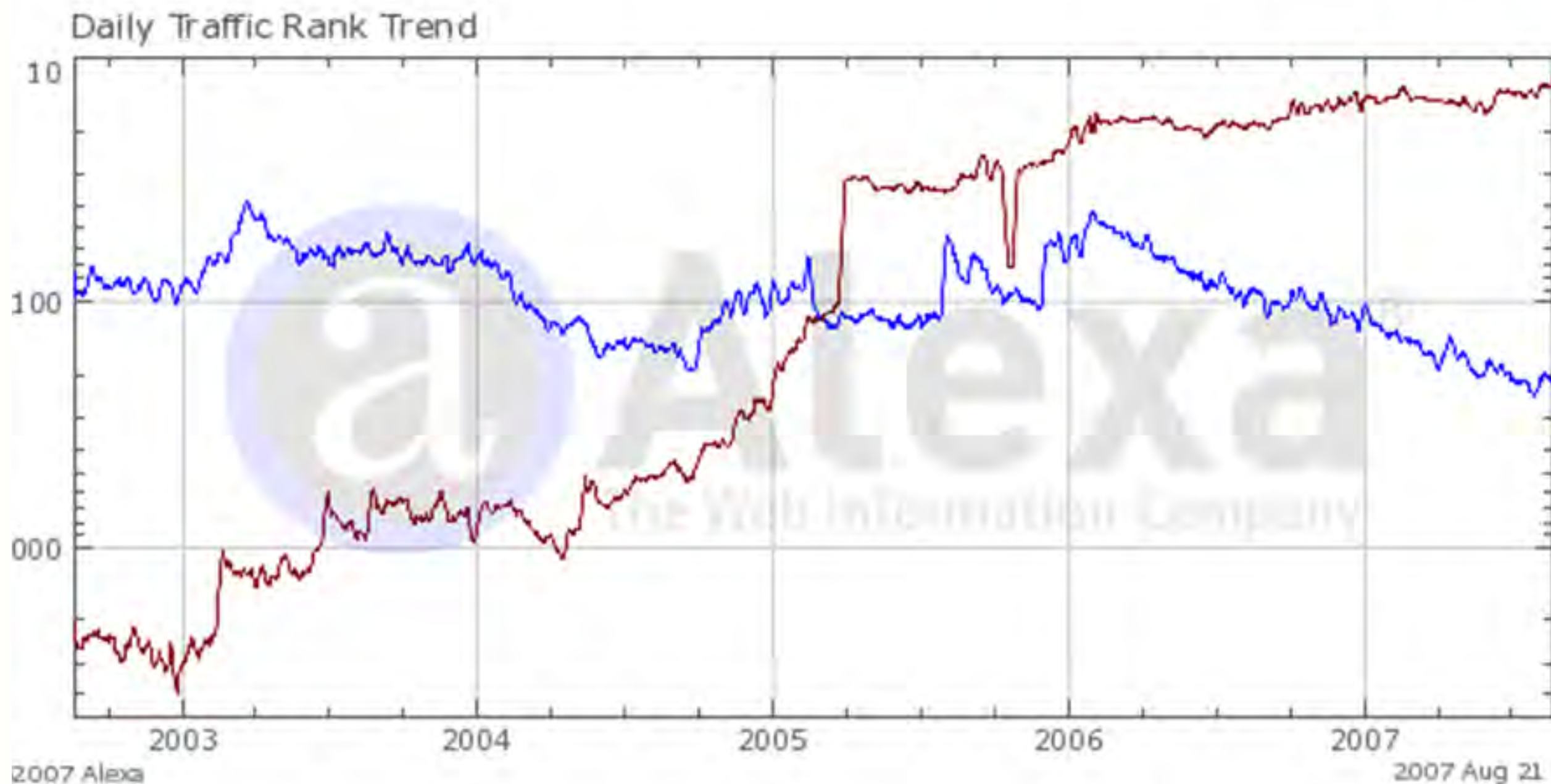
 CNN.com

 YouTube
Broadcast Yourself™

Advertising is Changing

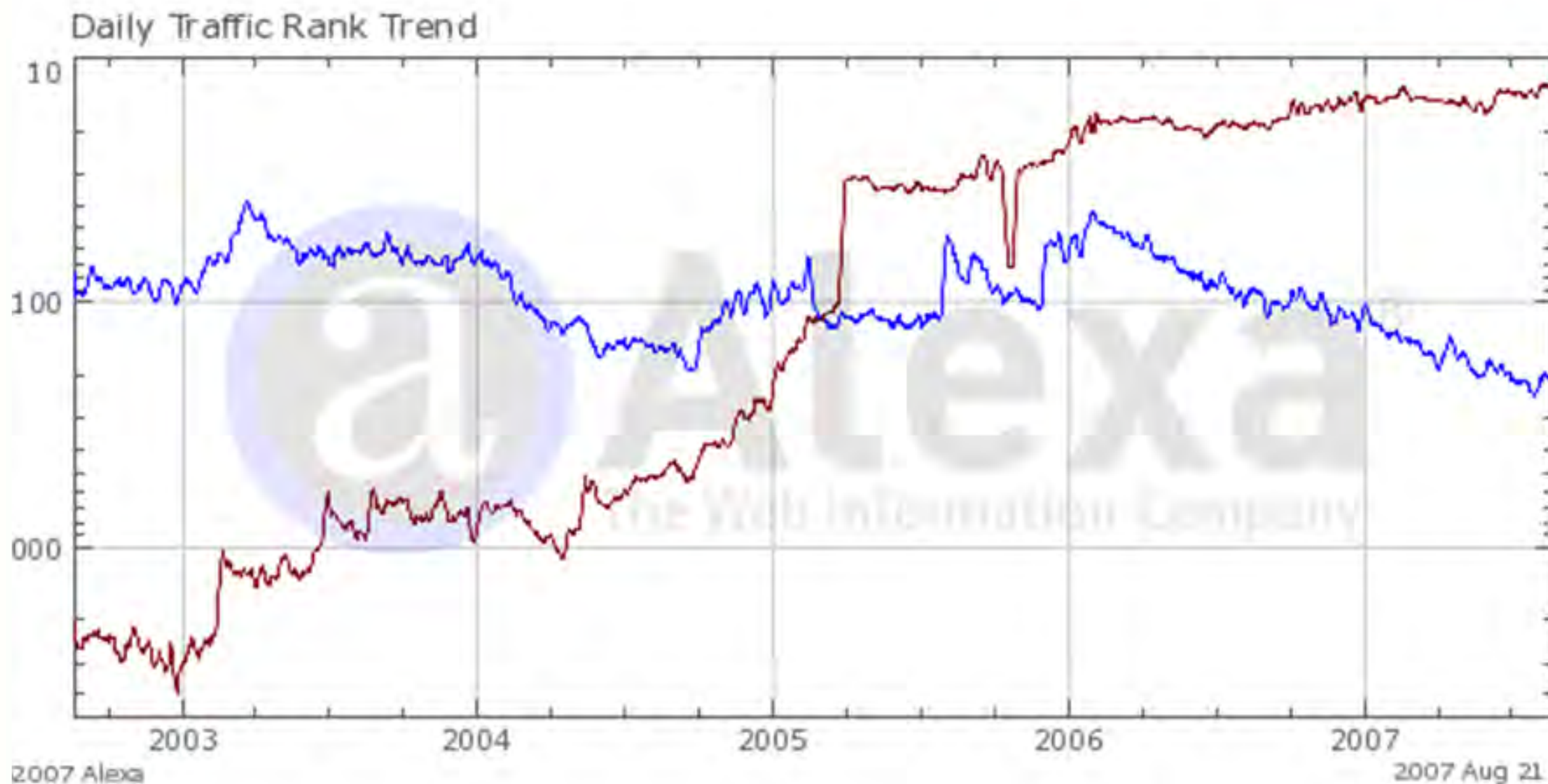


Advertising is Changing



The New York Times

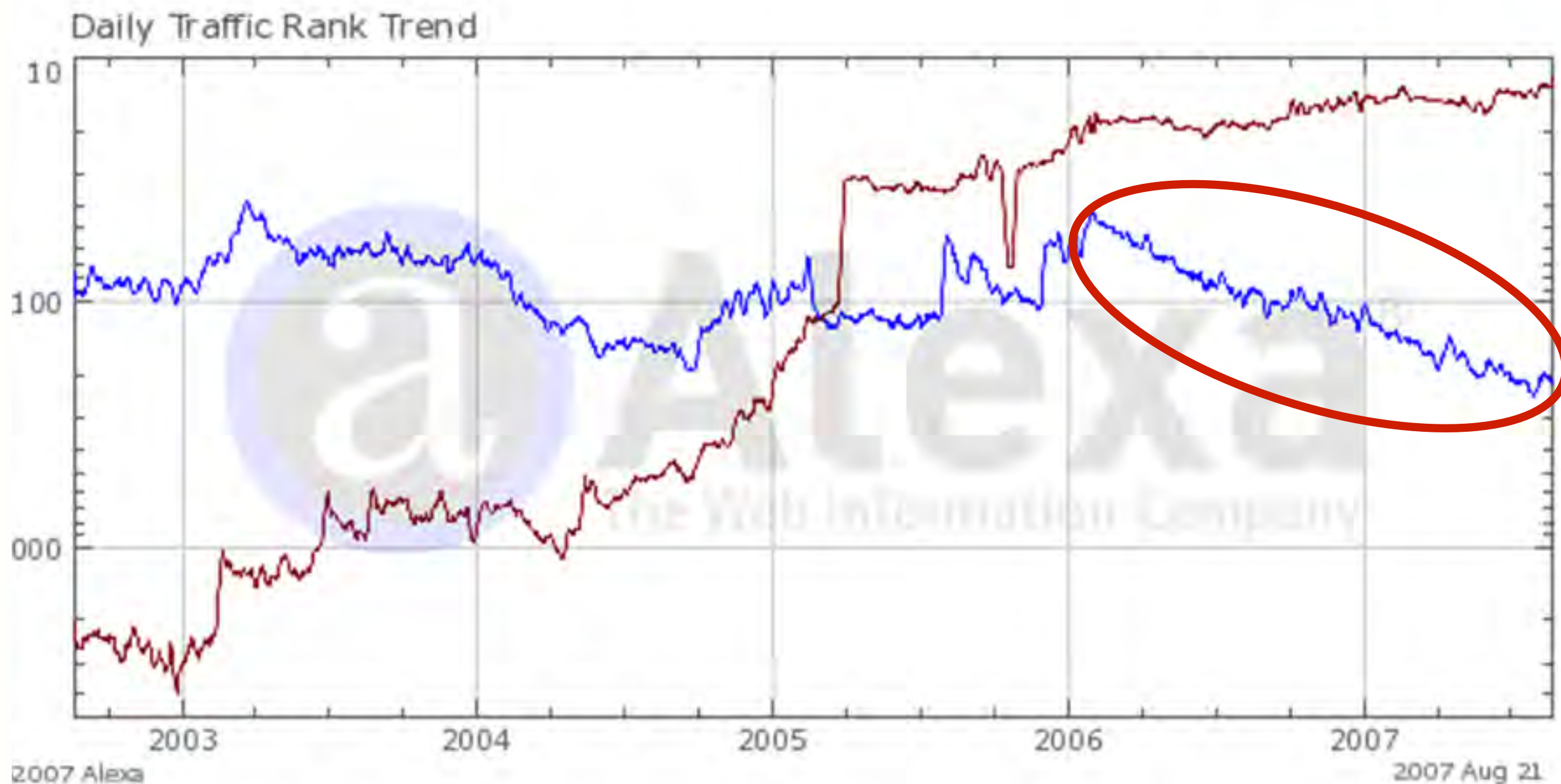
Advertising is Changing



The New York Times

 **Blogger™**

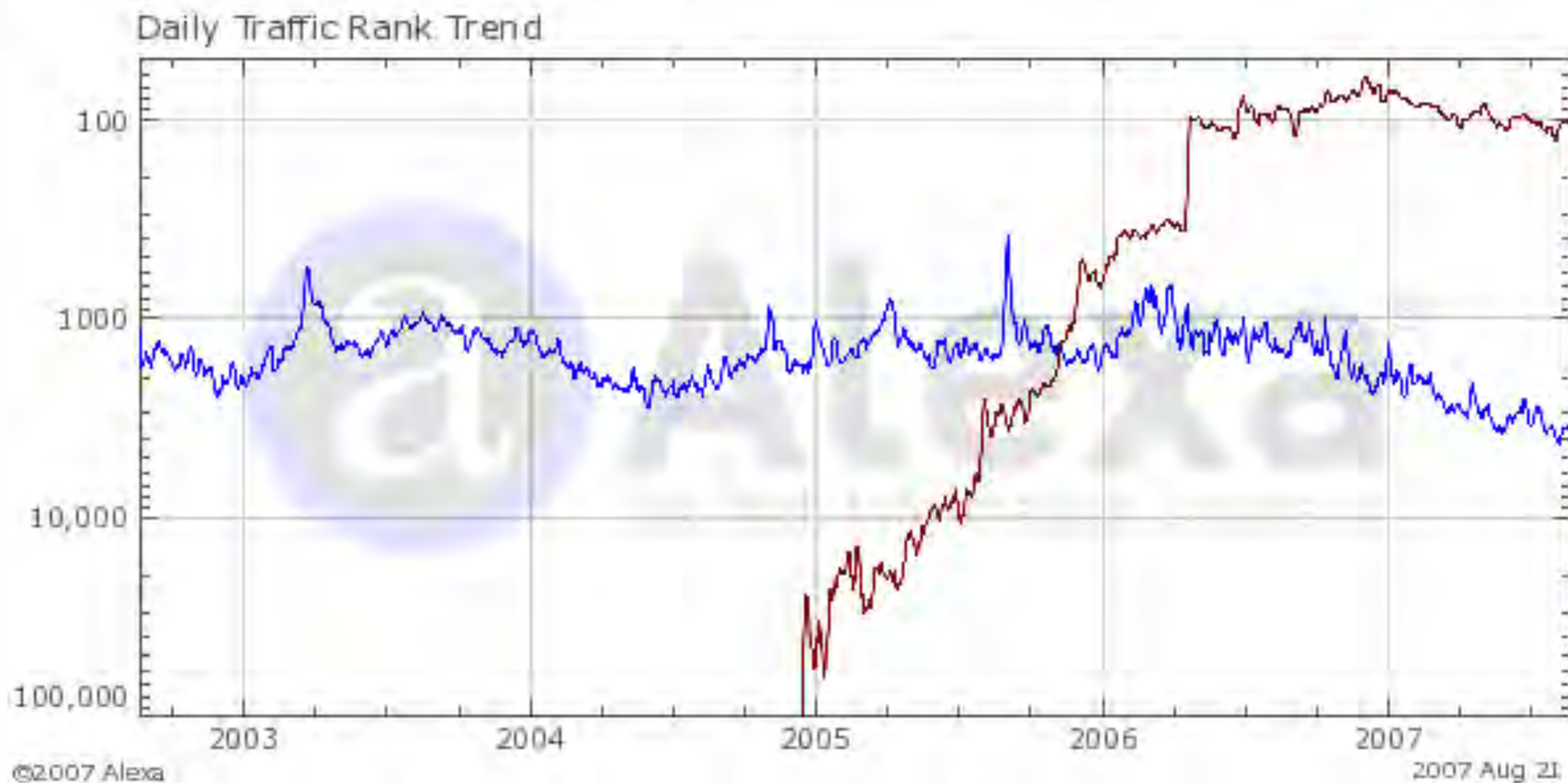
Advertising is Changing



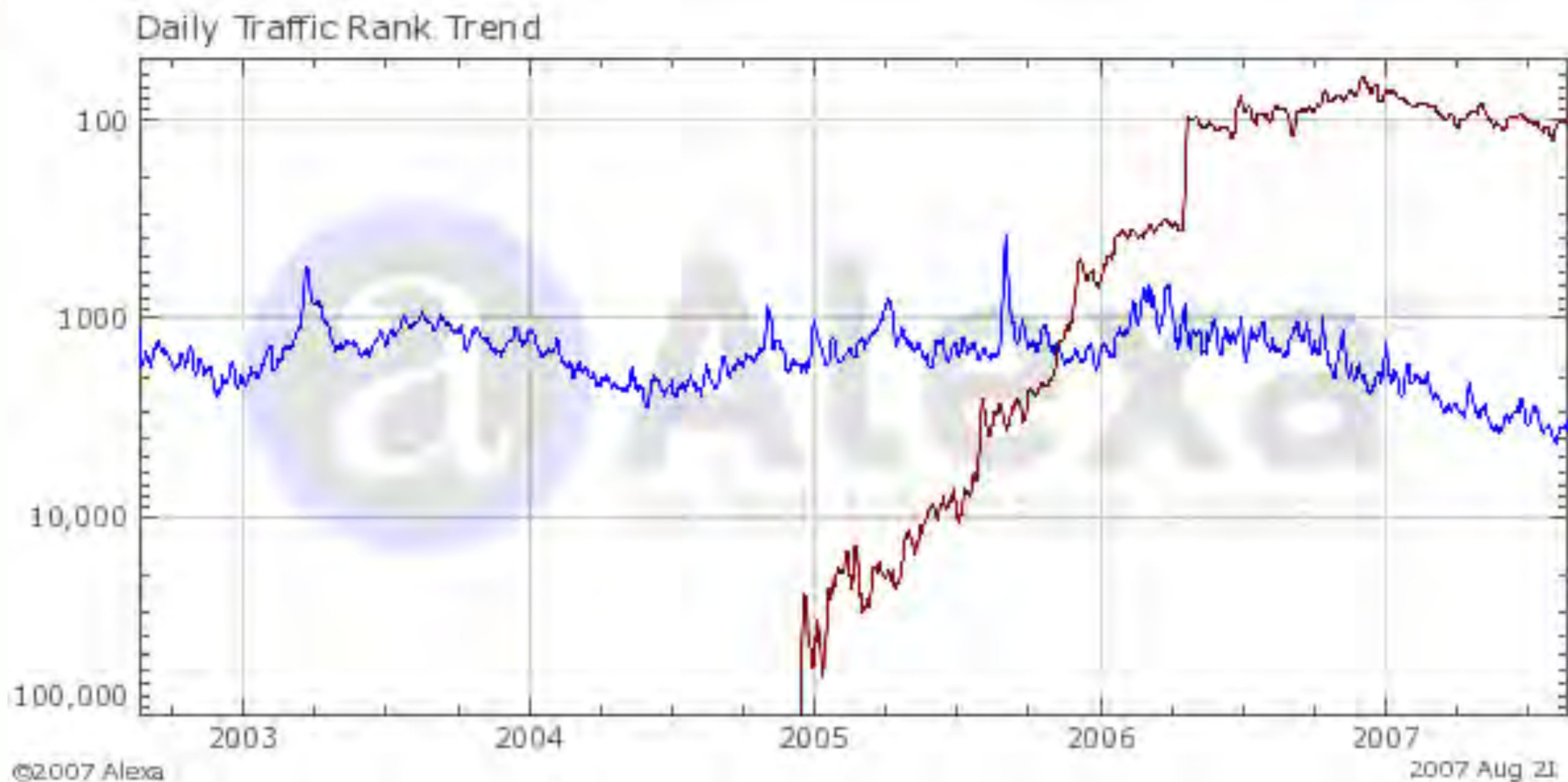
The New York Times

 **Blogger™**

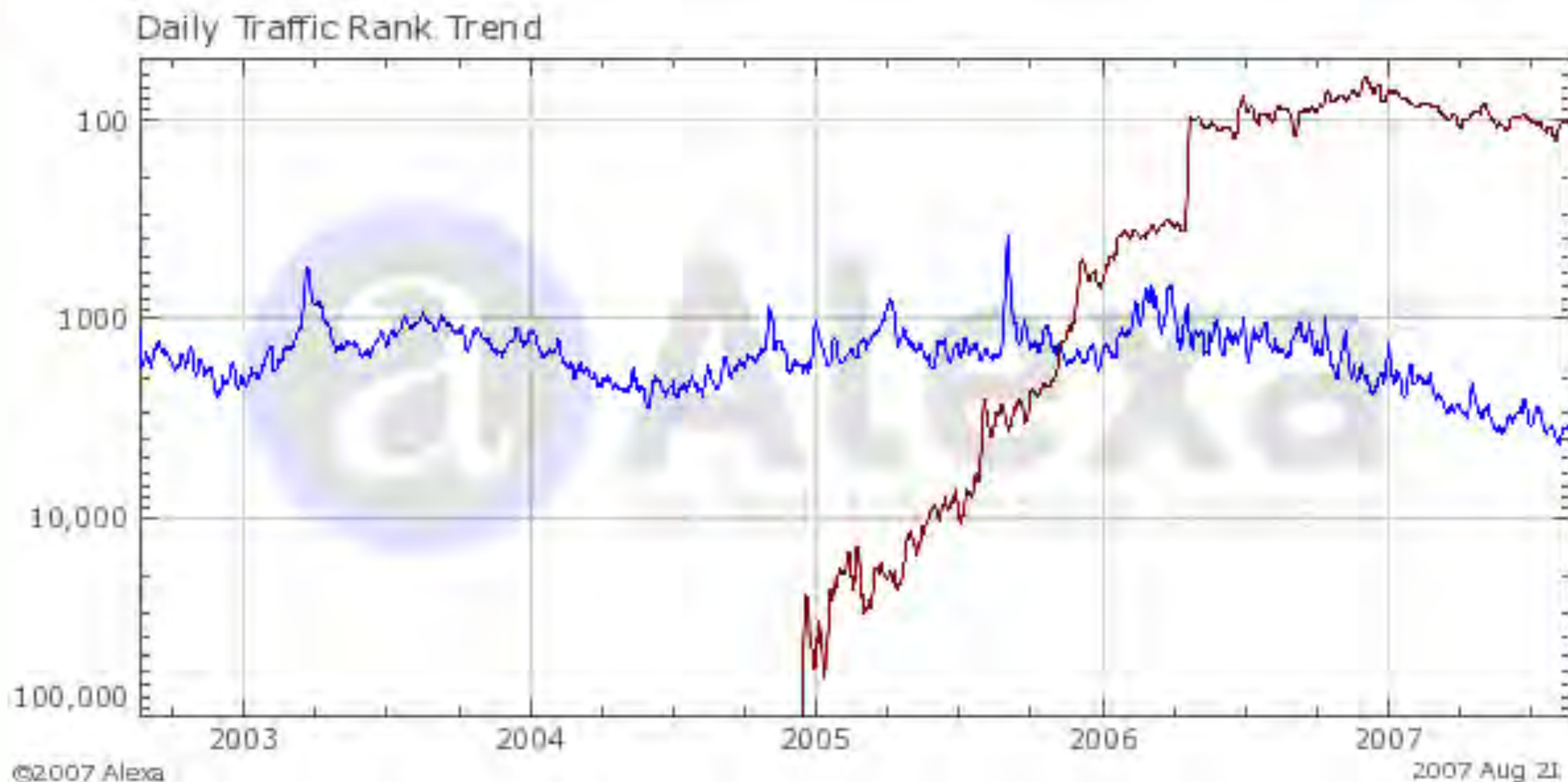
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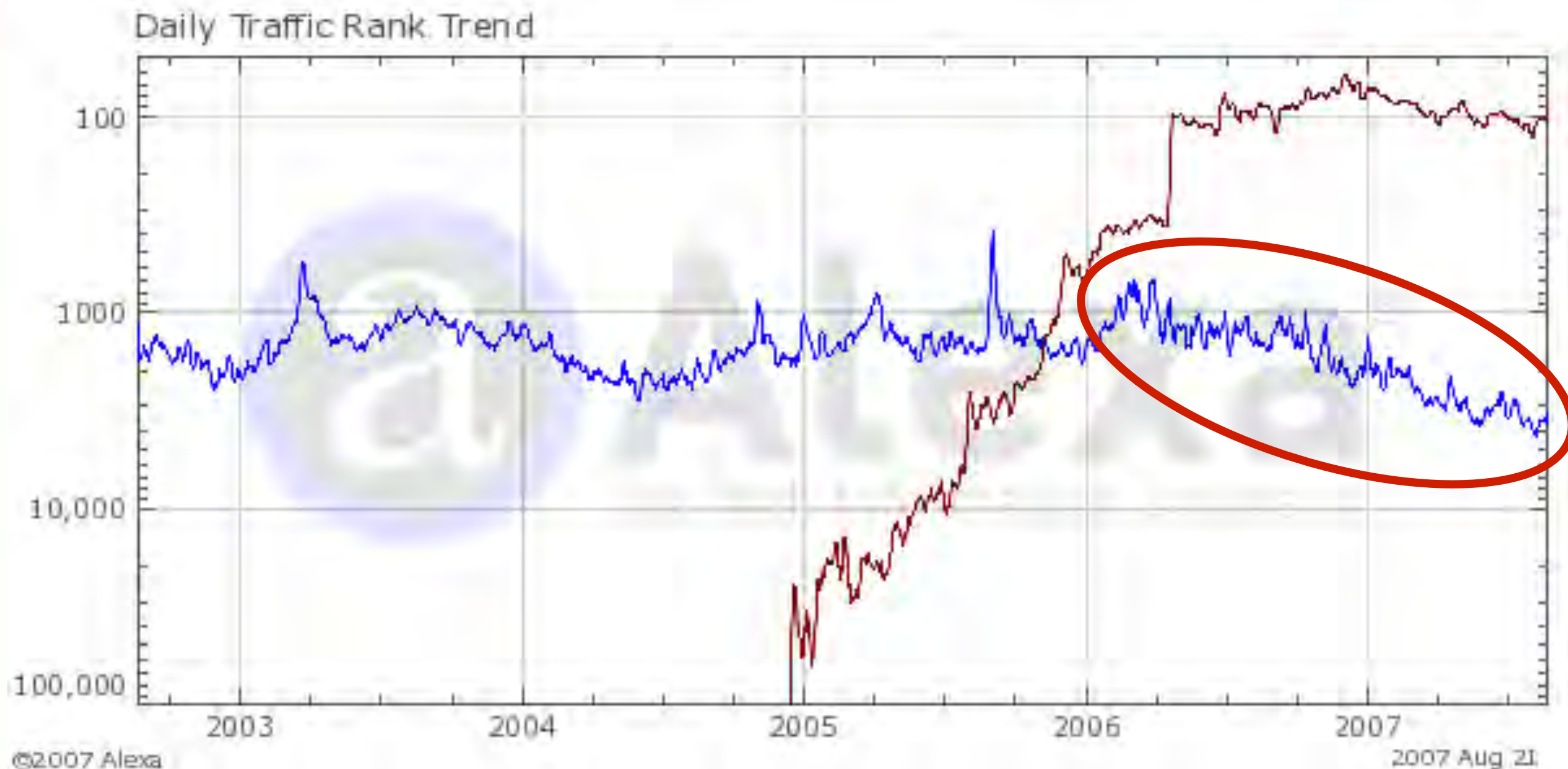
Advertising is Changing



Advertising is Changing



Advertising is Changing



Advertising is Changing

Latest News: [Techs buckle under Microsoft, Wal-Mart helps Dow](#)

Advert

Time Inc. to Eliminate Nearly 300 Magazine Jobs

By [An](#)
Washi
Friday






TV has lowest-rated week ever

Layoffs imminent at The Philadelphia Inquirer

By [Katharine Q. Seelye](#)

Published: January 3, 2007

NEW YORK: The Philadelphia Inquirer was expected to announce Wednesday that it would lay off 68 to 71 employees, or about 17 percent of the newsroom staff, just seven months after a group of local business executives took over the newspaper and its sister publication, The Daily News.

-  E-Mail Article
-  Listen to Article
-  Printer-Friendly
-  3-Column Format
-  Translate

Northern Virginia

Clean Water Partners

Fairfax County | Prince William County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun City of Fairfax | Town of Herndon | Town of Leesburg | City of Falls Church | Town of Vienna | Town of Dumfries | Northern Virginia Regional Virginia Department of Environmental Quality - Coastal Zone Management Program



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[The Issues At a Glance](#)

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[Lawn Care](#)
[Motor Oil](#)

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Websites Are Changing

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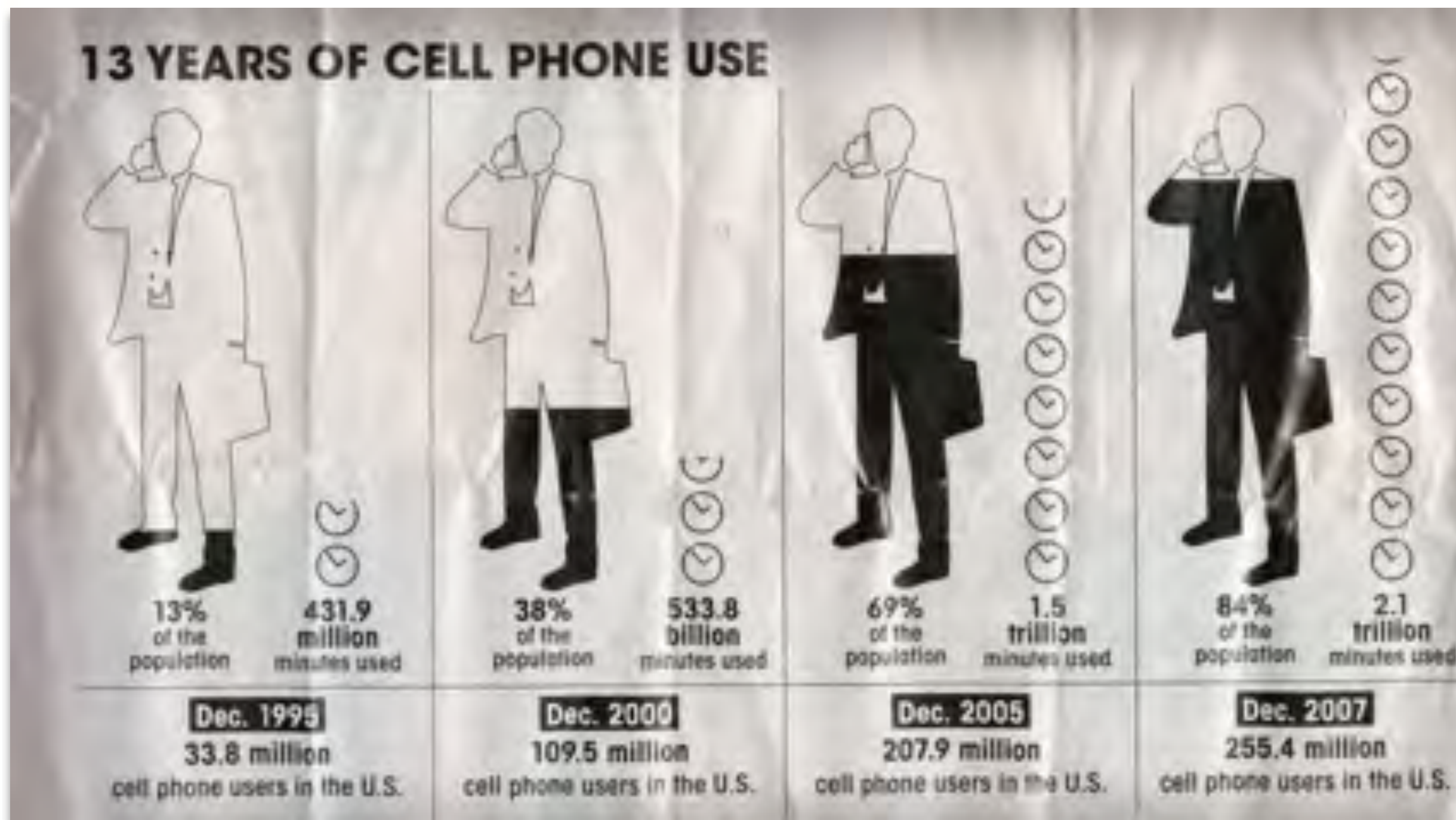
Stay Informed
SIGN UP FOR EMAIL NEWS:
Email [GO ▶](#)





Evaluation is Changing

RDD Polling: On Its Last Legs



RDD Polling: On Its Last Legs

Cellphones' Growth Does a Number on Health Research

By [David Brown](#)

Washington Post Staff Writer

Monday, January 12, 2009; Page A04

In our information-crazy, never-out-of-touch world, it's becoming harder and harder to find out who we are and what we do.

TOOLBOX

 [Resize](#)  [Print](#)  [E-mail](#)
 [Yahoo! Buzz](#)  [Save/Share +](#)

COMMENT

washingtonpost.com readers have posted
16 comments about this item.

RDD Polling: On Its Last Legs

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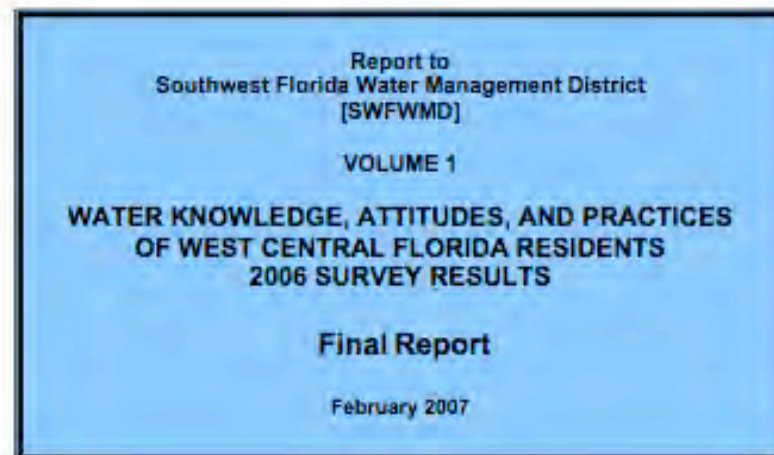
 [Yahoo! Buzz](#)  [Save/Share +](#)

COMMENT 

washingtonpost.com readers have posted
16 comments about this item.

“.... 16 percent of American adults lived in households that have only cellphones. This was up from 7 percent three years earlier, and rising rapidly.”

RDD Polling: On Its Last Legs



Dr. Mary Stutzman, Director
Heather Mauney
and
FSU Survey Research Laboratory Staff
Florida State University



FSU Survey Research Laboratory
College of Social Sciences
Dr. Mary Stutzman, Director
www.fsu.edu/~survey

“....breaking through the technical barriers such as call- blockers, caller identification, and other technical devices to actually reach a potential respondent that plagues any telephone survey effort. This problem increased substantially since the 2004 survey effort due to changes in technology.”

“The overall telephone response rate for the 2006 survey was 11 percent compared to 20 percent in 2004.”

Outline of a Fresh Approach


Comparing Approaches

	1.0	2.0
Ads	Cool	Dull
Ad Impressions	740,000 high quality	7 million low quality
Website	Dull	Cool
Website Hits	~500	~10,000
Cost:	\$150k +	\$55 to \$65k

A Fresh Approach

- Use an “online panel” to evaluate behavior and pre-test messages, instead of a telephone polling
- Use Facebook and Google Ads to drive traffic, instead of radio ads
- Relaunch www.OnlyRain.org with interactive features - particularly email signup
- Send email tips / news to subscribers to “prompt” desired behaviors
- Invite email subscribers to complete an online survey, instead of telephone survey for all local residents

Online Panel



e-Rewards
OPINION PANEL

We value
your time

Quick
Survey

Member: Eric Eckl

Account Balance: \$40.55

Subject: Get Rewarded for Your Time - Study about Restaurants
From: e-Rewards <erewards@e-rewards.net>
Date: January 12, 2009 4:36:50 PM EST
To: Eric Eckl

Dear Eric,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards C

Full reward amount: \$8.50 in e-Rewards Currency

Full survey length: approximately 30 minutes

To complete the survey and earn e-Rewards Currency, simply click the li

<http://www.e-rewards.com/pro.do?FT=DP5Y3LBYV3T0>

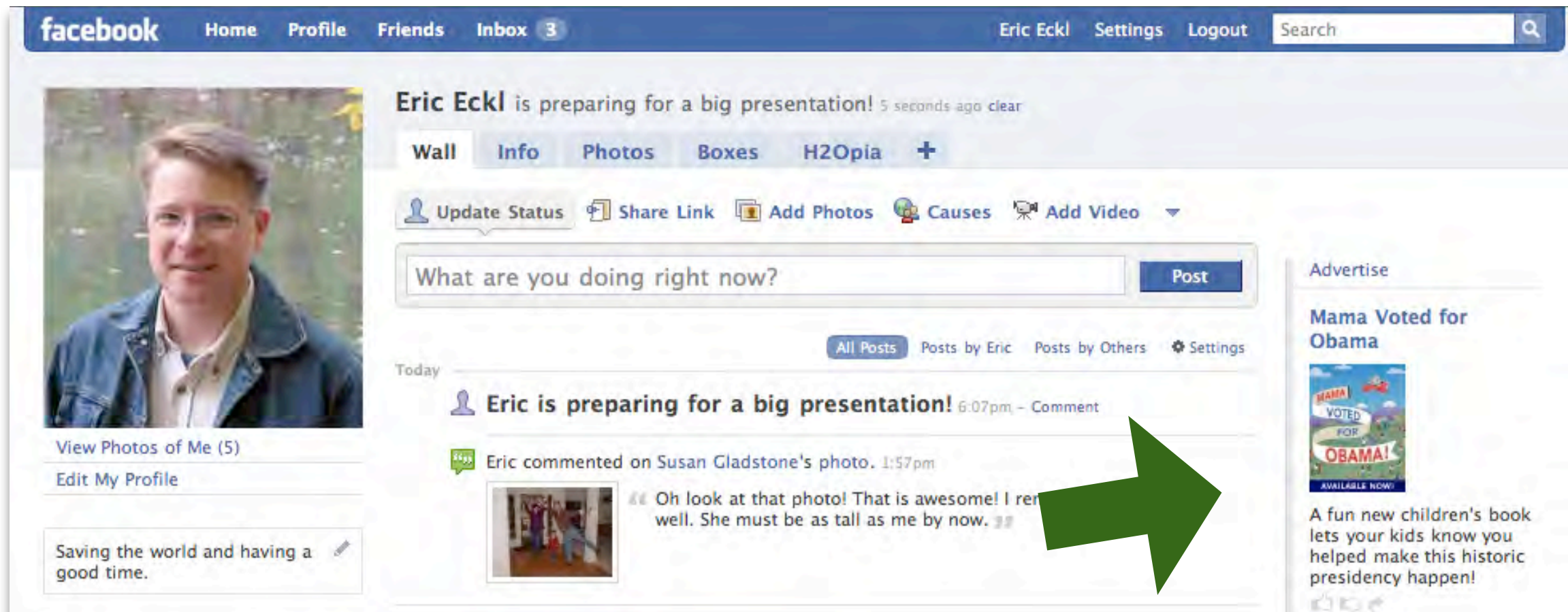
When did you most recently eat at a casual dining restaurant for lunch, dinner or just for drinks and appetizers?

- ☐ Within the past four weeks
- ☒ Between 1 and 3 months ago
- ☐ Between 3 and 6 months ago
- ☐ Between 6 and 12 months ago
- ☐ Over 12 months ago

Facebook Ads

The screenshot shows a Facebook profile for Eric Eckl. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox' (with 3 notifications), and user options 'Eric Eckl', 'Settings', 'Logout', and a search bar. The profile picture is a man with glasses and a denim jacket. The status update reads: 'Eric Eckl is preparing for a big presentation! 5 seconds ago clear'. Below the status are tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'H2Opia', and a plus sign. A row of action buttons includes 'Update Status', 'Share Link', 'Add Photos', 'Causes', and 'Add Video'. A text input field contains 'What are you doing right now?' with a 'Post' button. Below this are filters for 'All Posts', 'Posts by Eric', 'Posts by Others', and 'Settings'. The 'Today' section shows a post by Eric: 'Eric is preparing for a big presentation! 6:07pm - Comment'. Below that is a comment by Eric on Susan Gladstone's photo: 'Oh look at that photo! That is awesome! I remember that day well. She must be as tall as me by now.' The right sidebar features an 'Advertise' section with a book advertisement titled 'Mama Voted for Obama', which includes a book cover image and the text: 'A fun new children's book lets your kids know you helped make this historic presidency happen!'.

Facebook Ads



The screenshot displays a Facebook profile for Eric Eckl. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 3', and user options 'Eric Eckl', 'Settings', 'Logout', and a search bar. The profile picture shows a man with glasses and a denim jacket. The status section indicates 'Eric Eckl is preparing for a big presentation! 5 seconds ago clear'. Below this are tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'H2Opi', and a plus sign. A row of icons for 'Update Status', 'Share Link', 'Add Photos', 'Causes', and 'Add Video' is visible. A text input field contains 'What are you doing right now?' with a 'Post' button. The 'Today' section shows a post from Eric: 'Eric is preparing for a big presentation! 6:07pm - Comment'. Below this is a comment from Eric on Susan Gladstone's photo: 'Oh look at that photo! That is awesome! I remember well. She must be as tall as me by now.' A large green arrow points from this comment to an advertisement on the right. The ad is titled 'Mama Voted for Obama' and features a book cover with the text 'MAMA VOTED FOR OBAMA! AVAILABLE NOW!'. The ad text reads: 'A fun new children's book lets your kids know you helped make this historic presidency happen!'.

Facebook Ads

Are Your Teeth This White



Learn about the secret teeth whitening combination discovered by a mom who finally turned her yellow teeth white.



Mama Voted for Obama



A fun new children's book lets your kids know you helped make this historic presidency happen!



The Maids Clean Metro DC



The Maids home services offers high-quality professional house cleaning that leaves your home sparkling.
571.350.3965



Facebook Ads

3. Reach the exact audience you want

[Help: Targeting an Ad](#)

Location:

☒ Everywhere ☐ By State/Province ☐ By City

Sex: ☐ Male ☐ Female

Age: -

Keywords:
(interests, favorite music, movies, job titles, etc.)

Education: ☒ All ☐ College Grad ☐ In College ☐ In High School

Workplaces:

Relationship: ☐ Single ☐ In a Relationship ☐ Engaged ☐ Married

Interested In: ☐ Men ☐ Women

I want to reach people age 18 and older in the United States.



≈ 36,898,120
people

Google Ads

Google™

dog doo

Google™

motor oil

Google™

fertilizer

Sponsored Links

[DoodyCalls of Northern VA](#)

Keep Your Yard Safe & Healthy.
Let Us "Doo" Your Dirty Work.

www.doodycalls.com

[Pet Clean Up Supplies](#)

Fast & Easy Pet Clean Up Products
120% Low Price Guarantee - Save Now

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Reduce Engine Heat & Emissions With
Royal Purple Lubricants. Call Now!

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Outstandin Protection Against
Heat, Deposits and Wear

www.Valvoline.com/synpower

Sponsored Links

[Silver Spring Fertilizer](#)

Our Services Include Quality
Pesticide & Fertilizer Application.

TurfAndOrnamentalCare.com

Washington, DC (Hagerstown, MD)

Google Ads

Dashboard > Tools > Set geographic target

Overview

Diagnostics

Statistics

Links

Sitemaps

Tools

Overview

Analyze robots.txt

Manage site verification

Set crawl rate

Set geographic target

Set preferred domain

Enable enhanced image

Set geographic target [\[?\]](#)

www.seroundtable.com ▾

Some sites target users for a particular geographic location. For example, a site may target all users within a specific country, or it may target only those users who reside within a very small geographic area within that country.

If your site is targeting users within a particular geographic area, please provide us with the relevant information below, using only the fields that apply to your target audience.

Set geographic target for <http://www.seroundtable.com/>

☐ Do not associate a geographic location with this site

☐ Associate a geographic location with this site

Interactive Features

Your Name:

Dog Name:

Address:

Email:

Submit

Canines for Clean Water Pledge

We, human and dog, pledge to keep our water clean by:

- Staying on-leash and on trails in natural areas
- Scooping and disposing of waste in a garbage can
- Avoiding contact with streams and wildlife
- Remaining within off-leash boundaries when off-leash

Take the pledge to
take back
the tap!

[click here »](#)

Number	Date	Name	Organization	Location
4233	January 11, 2009	john thawley		seguin, TX
4232	January 10, 2009	Brian Ulrich		, FL
4231	January 10, 2009	Merian Soto		Philadelphia, PA
4230	January 06, 2009	Melanie Wagner		,
4229	January 05, 2009	Greg Tunink	Nebraskans for Peace / Students for a Democratic Society - UNL	Lincoln, NE
4228	January 04, 2009	Michael Cozens		London, ON
4227	January 04, 2009	Christine Gilbert		Oceanside, CA
4226	January 02, 2009	Michael Banks		Salem, OR
4225	January 01, 2009	maureen kubofcik		, MD
4224	January 01, 2009	maureen kubofcik		, MD
4223	December 27, 2008	Terry Brown		Duluth, GA
4222	December 19, 2008	Janet Newman		New City, NY
4221	December 18, 2008	Faye Bennett		Portland, OR
4220	December 18, 2008	Nona Balaban		Little Silver, NJ
4219	December 18, 2008	Yvonne Claudius		Sonora, CA
4218	December 18, 2008	Jason Bowman		Placerville, CA
4217	December 17, 2008	Teri Skelton	individual	Cedar Rapids, IA
4216	December 17, 2008	Charlotte Knipper		Dyersville, IA
4215	December 17, 2008	Charlotte Knipper		Dyersville, IA
4214	December 17, 2008	Lisa Gail Mulhearn		Palm Harbor, FL
4213	December 14, 2008	Robert Seabock		Wilmington, NC
4212	December 14, 2008	Wanda Skelton		Lincoln, NE

Email Signup/Newsletter

From: Paul Tebbel
Subject: **3 Easy Steps - How to stop the collapse of California rivers**
Date: April 29, 2008 6:23:17 PM EDT
To: waterwordsthatwork@gmail.com

Stay Informed
SIGN UP FOR EMAIL NEWS:

Email

GO



FRIENDS OF THE RIVER



CALIFORNIA'S STATEWIDE RIVER CONSERVATION ORGANIZATION



**California Water:
3 Easy Steps**

Clearly, water conservation, not dams

Right now
being ask
construct
as well as

These pr
costing b
down al
divert too
Joaquin.
extinction



Trust
Deadlines

**Ongoing - Mini
Grants Accepted
Anytime**

Please allow six
weeks for decisions
to be made.

Support the Trust!



Buy Your
Chesapeake Bay
Plate Today!

WHAT'S NEW GRANTEE INFO NEWS ANNOUNCEMENTS UPCOMING EVENTS

**WHAT'S NEW THIS WEEK?
December 17, 2008**

Make Your year-end Environmental donation to the Chesapeake Bay Trust!
If you are considering a year-end donation to a worthy environmental charity, please consider the Chesapeake Bay Trust! The Trust ranks among the top 3% of U.S. charities as ranked by Charity Navigator, the nation's largest independent evaluator of charities. With fully 90 percent of the Trust's expenditures directed to Chesapeake Bay restoration and education programs, your donation is put to excellent use! Click on one of the following links to make your contribution today!

[Purchase a Bay Plate as a holiday gift](#)

[Make a year-end donation](#)

GRANTEE INFORMATION



**The 2009 Watershed Assistance Grant
Program is now Open!**

The Chesapeake Bay Trust and the Maryland

Web Survey

From: Chandra Brown
Subject: **What Do You Think of OCRK?**
Date: January 6, 2009 3:40:30 PM EST
To: eric.eckl@waterwordsthatwork.com
Reply-To: Chandra Brown



Ogeechee-Canoochee Riverkeeper

What Do You Think of OCRK?

It's a new year, and we want to hear from you! Please take a few minutes to fill out the online survey.

<http://waterwordsthatwork.com/survey/index.php?sid=18>

OCRK was chosen as one of 5 groups to participate in the Environmental Support Center's LEAP Program. This program provides us with funding to work with consultants to help us better protect the Ogeechee River. We have chosen to focus on enhancing our communications and outreach efforts.

The survey is anonymous and your input will help us learn how to better communicate with **you!**

Thank you for your time!

Chandra Brown

Riverkeeper/Executive Director



Part 1. About Us

Please provide some feedback on your impressions of our organization.

***How did you first learn of the Ogeechee-Canoochee Riverkeeper?**

Choose only one of the following

- ☐ Found the website
- ☐ Somebody told me about the organization
- ☐ Saw something in the news
- ☐ Received something in the mail
- ☐ Came across the organization through my work or job
- ☐ Took a river trip with the organization
- ☐ Not sure/Don't remember
- ☐ Other

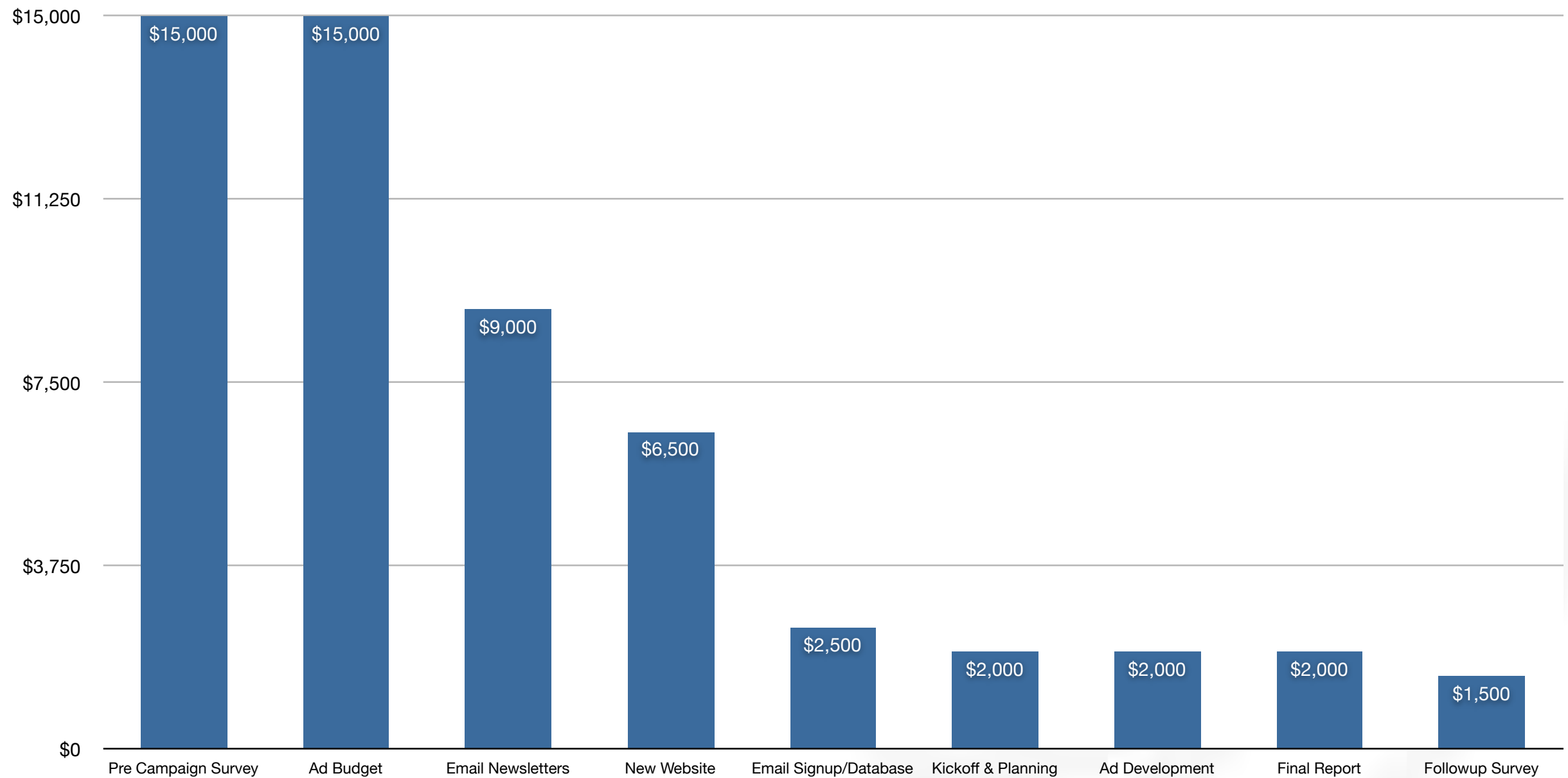
Email directs subscriber to survey

Time and Money for a Fresh Approach

Tentative Budget

Activity	Total:
Kickoff & Planning	\$2,000
Pre Campaign Survey	\$15,000
New Website	\$6,500
Email Signup / Database	\$2,500
Ad Development	\$2,000
Ad Budget	\$15,000
Email Newsletters	\$9,000
Followup Survey	\$1,500
Final Report	\$2,000
Total:	\$55,500

Tentative Budget



Tentative Timeline

	Low Estimate	High Estimate
Planning	6 weeks	10 weeks
Pre-Survey	6 weeks	10 weeks
Run Ads	10 weeks	16 weeks
Newsletters, Post-Survey	10 weeks	16 weeks
Final Report	2 weeks	4 weeks
Total:	34 weeks	56 weeks

Questions?

Next Steps?

Northern Virginia
Clean Water Partners

Planning Meeting
Friday, March 27, 2009
9 a.m. - NOON

AGENDA

- I. Campaign Overview & Q&A
- II. Market Research Discussion and Brainstorm
- III. Website Discussion and Brainstorm
- IV. Final Report Discussion
- V. Options for Team Coordination

Only Rain 2.0

Northern Virginia Clean Water
Partners

3 / 27 / 2009

Agenda

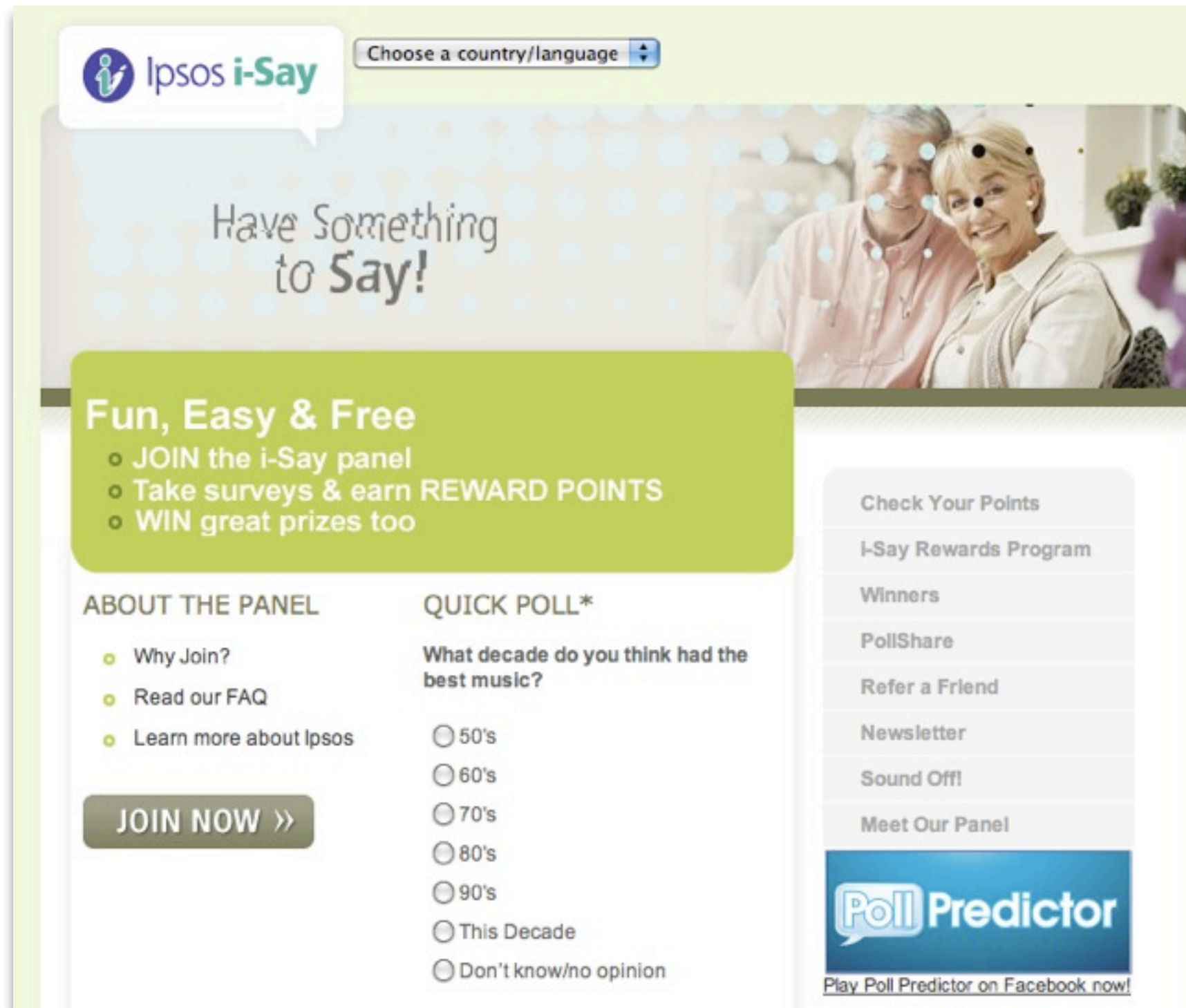
- Campaign Overview & Q&A
- Market Research Discussion and Brainstorm
- Website Discussion and Brainstorm
- Final Report Discussion
- Options for Team Coordination

Campaign Overview

Overview/Milestones

What	When
Conduct Market Research	April
Create & Optimize Website	April / May
Create and launch ads	May / June
Monitor and Adjust	June-August
Followup Newsletters	June-September
Followup Survey	September (?)
Final Report	September (?)

Market Research



The screenshot shows the Ipsos i-Say website. At the top left is the Ipsos i-Say logo. To its right is a dropdown menu labeled "Choose a country/language". Below the logo is a large banner with the text "Have Something to Say!" and a photo of an elderly couple. A green box on the left contains the text "Fun, Easy & Free" followed by three bullet points: "JOIN the i-Say panel", "Take surveys & earn REWARD POINTS", and "WIN great prizes too". Below this is a section titled "ABOUT THE PANEL" with three links: "Why Join?", "Read our FAQ", and "Learn more about Ipsos". A "JOIN NOW >>" button is at the bottom of this section. To the right of the panel information is a "QUICK POLL*" titled "What decade do you think had the best music?". It lists seven options with radio buttons: "50's", "60's", "70's", "80's", "90's", "This Decade", and "Don't know/no opinion". On the right side of the page is a vertical menu with links: "Check Your Points", "i-Say Rewards Program", "Winners", "PollShare", "Refer a Friend", "Newsletter", "Sound Off!", and "Meet Our Panel". At the bottom right is a "Poll Predictor" logo with the text "Play Poll Predictor on Facebook now!" below it.

Ipsos i-Say

Choose a country/language

Have Something to Say!

Fun, Easy & Free

- JOIN the i-Say panel
- Take surveys & earn REWARD POINTS
- WIN great prizes too

ABOUT THE PANEL

- Why Join?
- Read our FAQ
- Learn more about Ipsos

JOIN NOW >>

QUICK POLL*

What decade do you think had the best music?

- ☐ 50's
- ☐ 60's
- ☐ 70's
- ☐ 80's
- ☐ 90's
- ☐ This Decade
- ☐ Don't know/no opinion

Check Your Points

i-Say Rewards Program

Winners

PollShare

Refer a Friend

Newsletter

Sound Off!

Meet Our Panel

Poll Predictor

Play Poll Predictor on Facebook now!

Market Research

- Online Panel conducted by Amplitude Research
- Overarching Goal: Determine what people will respond to
- Evaluate materials used currently / recently
- Test various motivational messages
- Test “offers” to subscribe to newsletter

Website

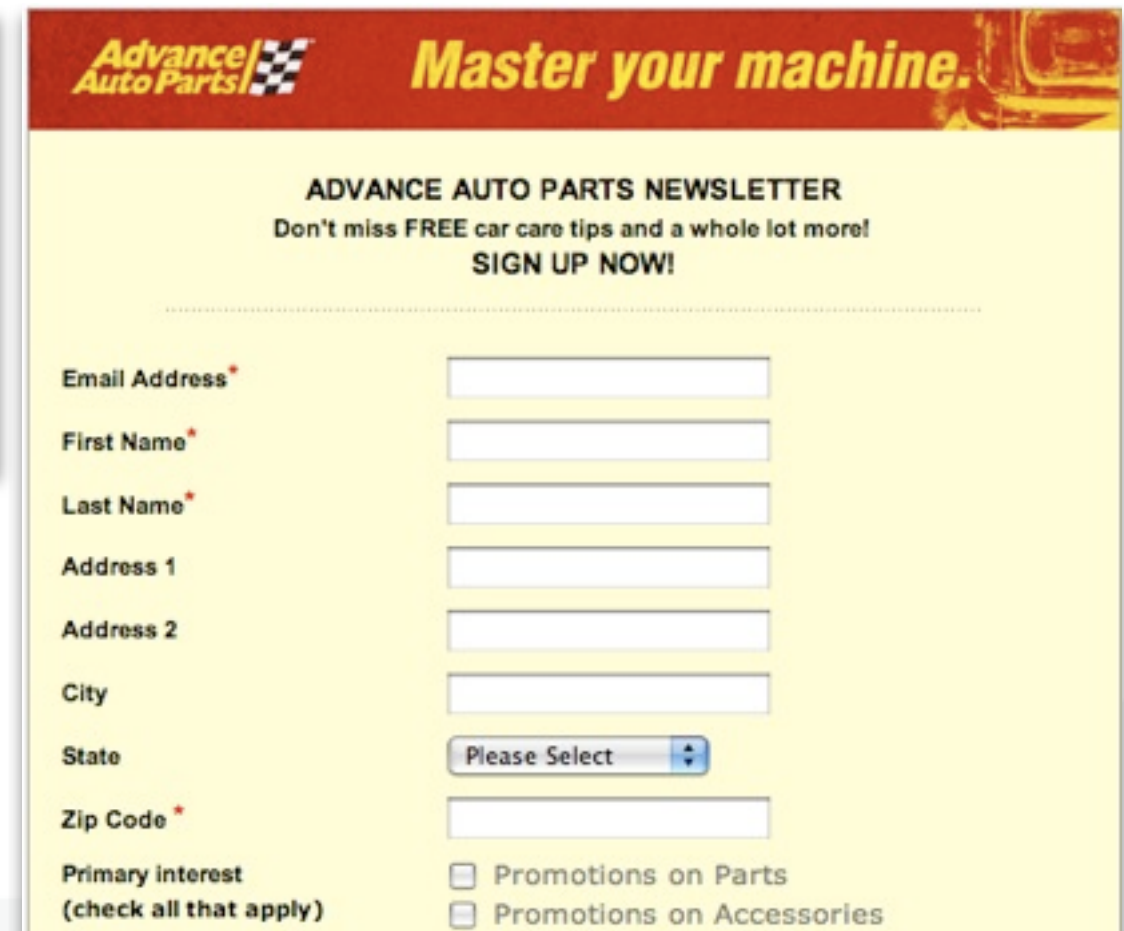
- Content Management System: Easy Updates
- One page describes partnership
- Separate pages for each behavior -- messages reflect research findings
- Newsletter signup on every page

Website: Email Signup



☒ YES, I would like to receive Neighborhood Notes. This complimentary quarterly electronic newsletter will provide you with timely tips plus money saving offers.

SUBMIT



Advance Auto Parts Master your machine.

ADVANCE AUTO PARTS NEWSLETTER
Don't miss FREE car care tips and a whole lot more!
SIGN UP NOW!

Email Address*

First Name*

Last Name*

Address 1

Address 2

City

State

Zip Code*

Primary interest (check all that apply)

☐ Promotions on Parts

☐ Promotions on Accessories



Get pet tips and exclusive offers!

Enter Your Email

SIGN UP

Advertising

- INEEDHITS.com manages Google and Yahoo! ads
- Water Words manages Facebook and MySpace ads
- Partners will set maximum monthly expenditure
- **No guarantee you will spend that much**



Google™



YAHOO!®

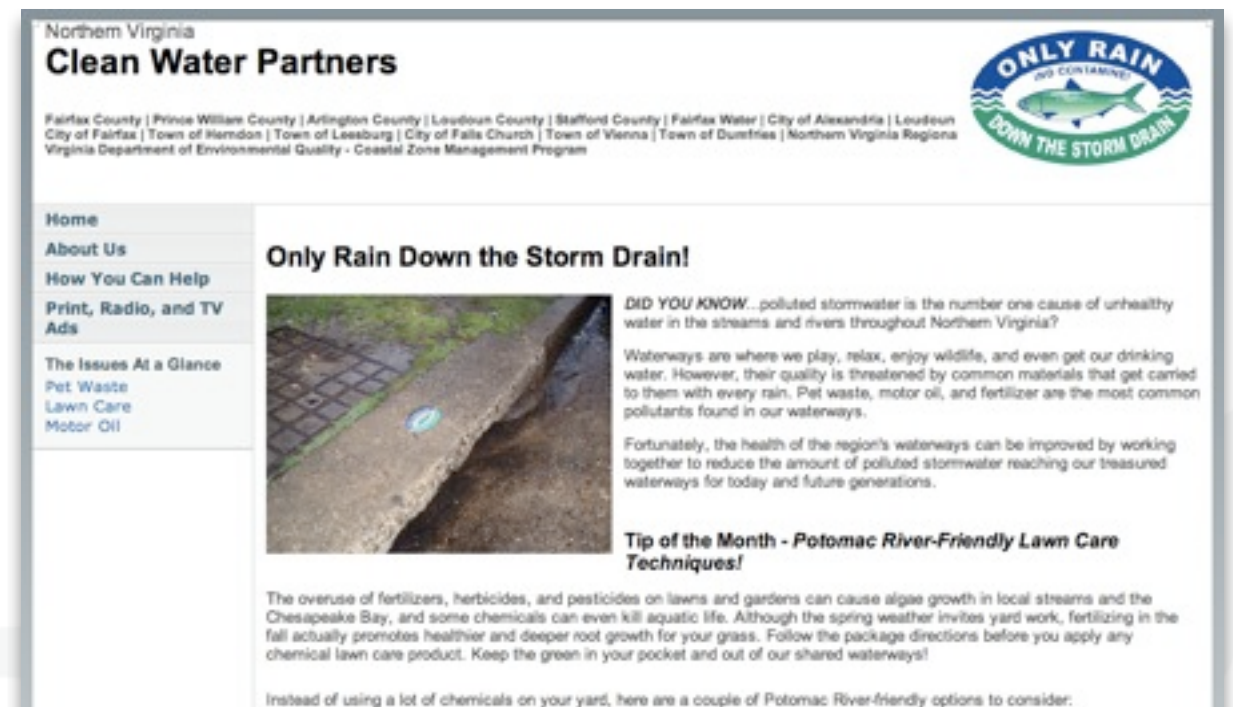
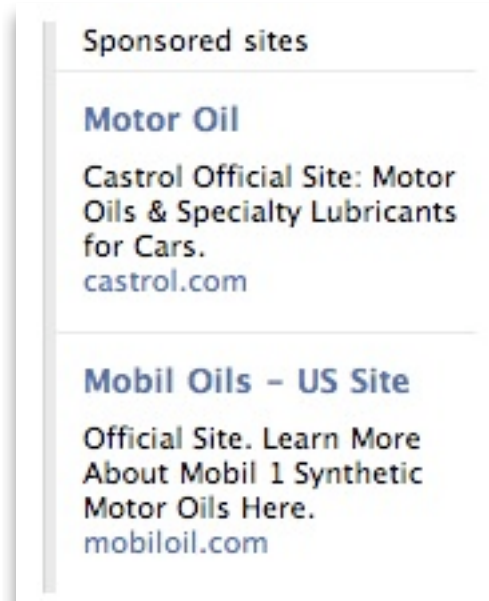
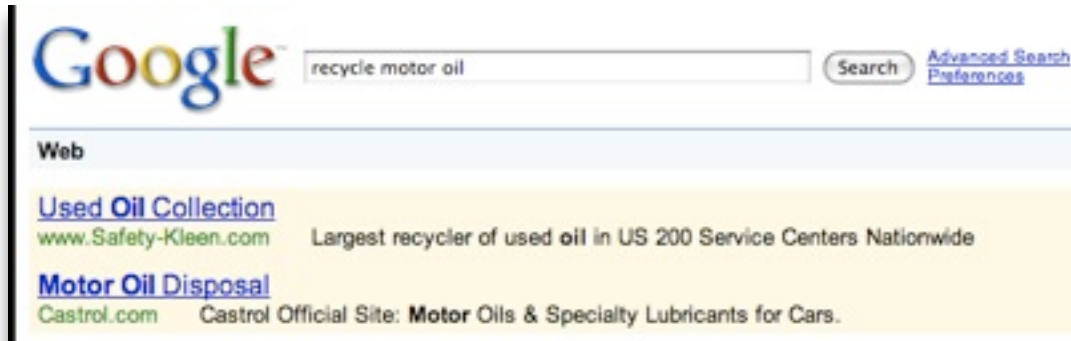


facebook



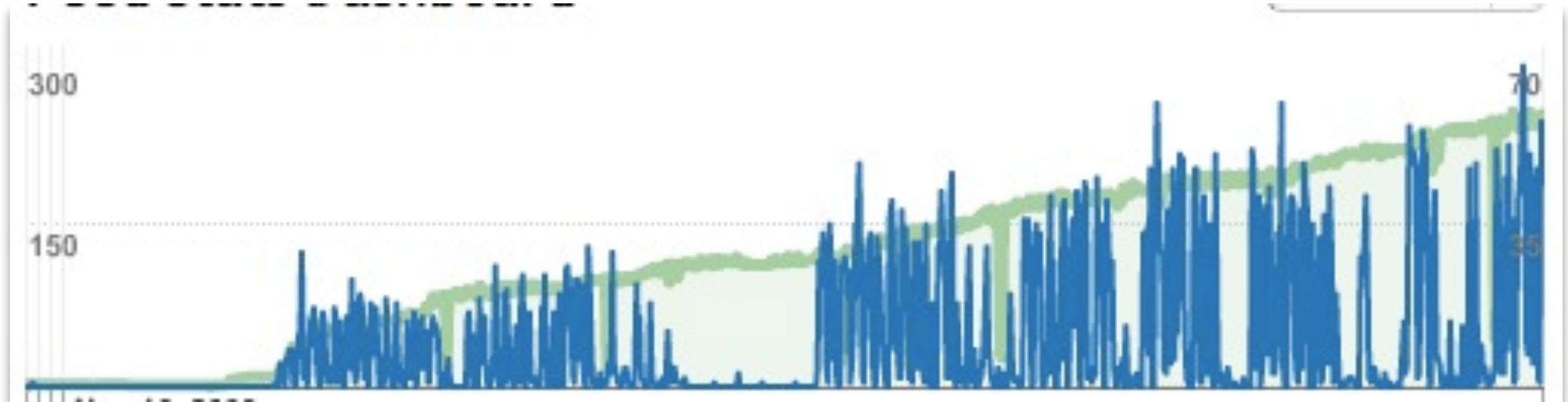
myspace.com
a place for friends..

Advertising



**We only pay when
somebody clicks!**

Monitor and Adjust



Advertising with these methods tends to start slow and pick up over time.

We will continuously adjust and modify the advertisements to seek to improve performance over time.